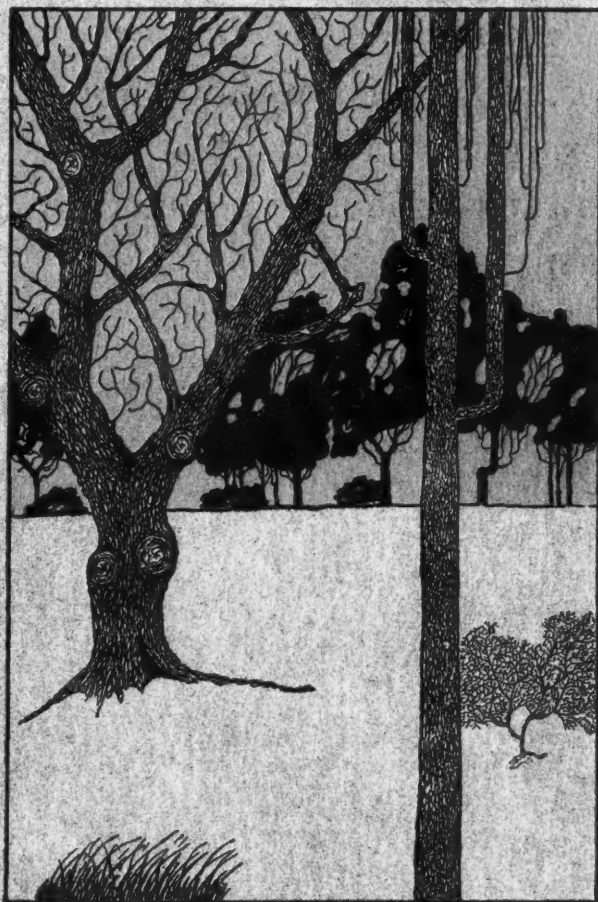


# The Inland Printer

The leading trade journal of the world in the  
printing and allied industries



Vol. 48 No. 5 February - 1912 Price 30 Cents

## CAUTION

When Doubletone Inks are specified  
It means Ullman's genuine  
Doubletone Inks or Ullmanines.

You may not detect the counterfeits  
But your customer will.

In imitative specimen books  
Not only our very designations  
Are frequently appropriated  
But sometimes to mislead and deceive  
Our Inks Themselves Are Used.

These can, however, be obtained only  
From us or our recognized agents.



### Sigmund Ullman Co.

New York (uptown)	Philadelphia
New York (downtown)	Cleveland
Chicago	Cincinnati





## YOU NEED "AN EXHIBIT"

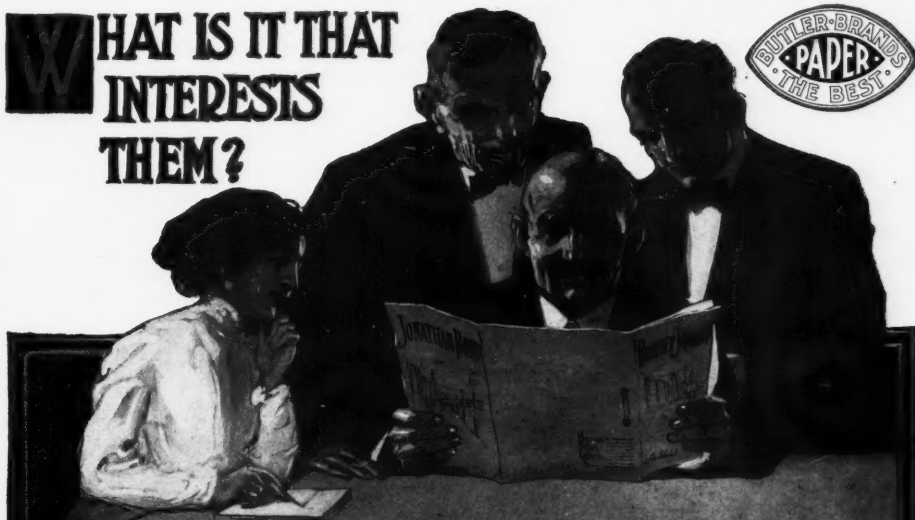
This advertisement has appeared in many leading business magazines where you have probably seen it before. The specimen book mentioned is, to our knowledge, the finest and most elaborate showing of letter-heads ever issued in behalf of a writing paper. In arrangement and text matter it is de-

signed to indicate the positive value of good business stationery and it has proven a great help to printers in soliciting orders for this class of work. If you would like to have a copy write us, we'll gladly send it. Ask about "Printers' Helps."

**J. W. BUTLER PAPER CO.**



**HAT IS IT THAT  
INTERESTS  
THEM?**



The President has a copy of "An Exhibit" of  
*"Famed for its Excellence"*

**BROTHER JONATHAN BOND**

Business Stationery on his desk. It is the most elaborate, artistic and convincing test of a business writing paper that has ever been issued.

You may have a copy by writing for it on your present business letterhead, - it is FREE to buyers of stationery, thirty-five cents in stamps to others.

If you want fine stationery you should ask your printer or stationer to use **BROTHER JONATHAN BOND**, the paper which is essentially and successfully made for the purpose. You can easily identify this paper by its distinctive high quality and the watermark which appears in every sheet of the genuine. - - Don't fail to send at once for

"An Exhibit" whether you are in immediate need of stationery or not.

**J. W. BUTLER PAPER COMPANY**  
Established 1844 Chicago





## Why Use Kamargo Covers? Tell *Your* Customers

Every printer knows how much the success of his catalog work depends upon the cover, stock used. And printers who use Kamargo covers know why they make catalogs look better, wear better, and last longer. Experience has taught them that they can obtain finer results, please their customers better, and make a fairer profit on every sort of catalog, booklet, brochure and folder, by using

### Kamargo Mills

FOUNDED 1808

### Catalog Covers

In SYSTEM alone this month we are urging over 100,000 business executives — probably 500,000 users of catalogs — to ask their printers why it pays to use these beautiful, unusual, and most serviceable covers. And this advertising to help *you* is appearing, and will continue to appear, in SYSTEM steadily. Are you prepared to answer the inquiries resulting from this advertising? It will pay you to recommend Kamargo Covers.

Simply write us on your letter-head *to-day*, and we will send you the Kamargo Mills Samples de Luxe. It is an interesting exhibit, showing 31 actual examples of the unusually beautiful effects obtainable with Kamargo Covers — a textbook on catalog treatment that will prove valuable to every printer.

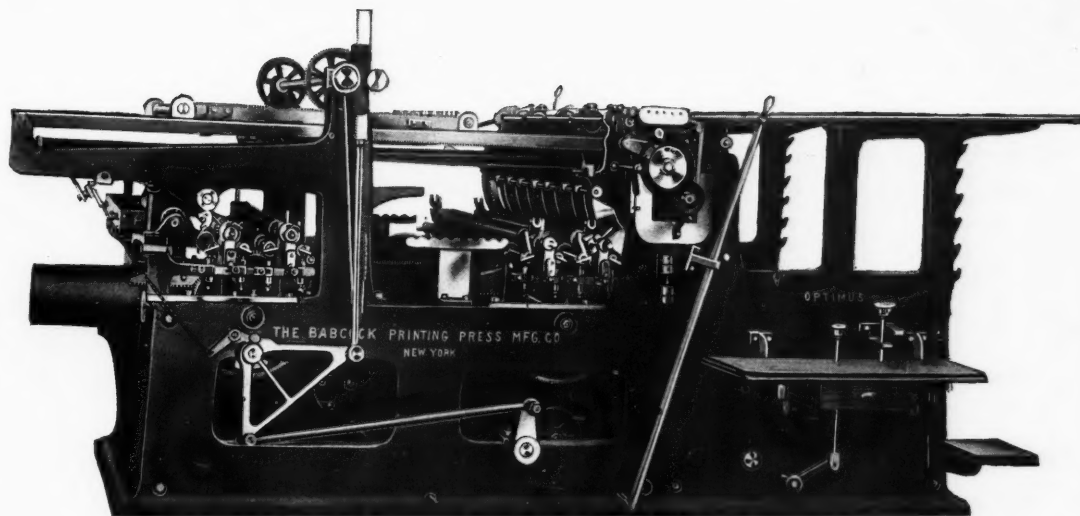
A COPY IS READY FOR YOU. MAY WE  
SEND IT TO YOU NOW?

**Knowlton Bros., Inc.**

Cover Dept. B

Watertown

New York



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT  
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO  
ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, SEATTLE, DALLAS, WASHINGTON, D. C.  
National Paper & Type Company, 31 Burling Slip, New York. Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

# The Babcock Optimus

# The Babcock Optimus

We prefer to install the Optimus where difficult work makes exceptional press qualities necessary, and where there is little faith in efficient printing machines. The source of our confidence is the fact that *it has never failed under trying conditions, or any conditions.*

It meets so easily every known printing requirement that its reserve capacity for the unknown is beyond doubt. Its buyer will not have an inefficient machine on his hands now or hereafter.

Where there is an Optimus among other two-revolutions it is the busiest. It gets the heaviest forms, the closest register, the shortest time. Invariably it gets the forms from which longest runs must be made because it is kind to type and plates.

The strength that uniformly keeps the cylinder on the bearers; the rigidity that gives a tissue overlay its full effect; the splendid precision of a faultless driving motion, are mainly responsible for the preference given it in work. Unlike every other it does not gutter.

These qualities are surely needed if the very best is to be done. Superlatively they are in the Optimus only. To them add the best in distribution, delivery and speed.

SET IN AUTHORS ROMAN

# SIX GREAT CHICAGO DAILIES

Now Mail Their Papers on the

## COX MULTI-MAILER

Twelve of these machines each day mail here 193,000 papers, varying from eight pages to eighty in size, and they do it in one and two-thirds hours.

Mail-room and galley-room costs are cut in two, the time of mailing is reduced, and complaints of misdeliveries disappear.



Standard Multi-Mailer No. 10 running Chicago Tribune Mail

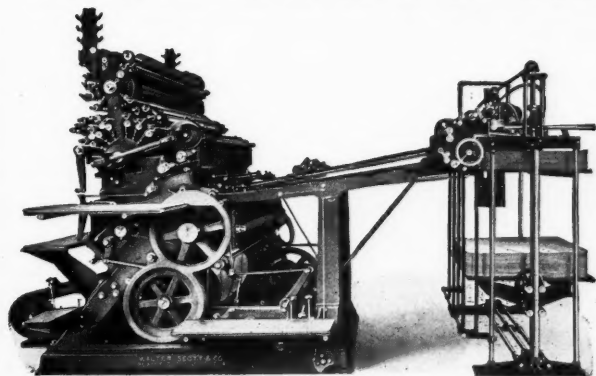
The *efficiency, durability, accuracy* of these machines has been proven by the successful mailing of more than 100,000,000 newspapers.

FULL INFORMATION WILL BE SENT ON REQUEST

### COX MULTI-MAILER COMPANY

443 South Dearborn Street, CHICAGO

# Positive Evidence of Superiority of the SCOTT Six-Roller Offset Presses



¶ These Machines have been adopted by the following concerns, after a thorough investigation, and in many cases even after other makes

of Offset Presses were tried out and found wanting:

Heubner-Bleistein Patents Company	Buffalo, N. Y.	8 Machines
Curt Teich & Co., Inc.	Chicago, Ill.	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
American Lithograph Co.	New York City	3 "
Previously purchased 3 SCOTT 4-Roller Offsets		
A. Hoen & Co.	Richmond, Va.	2 "
Gies & Co.	Buffalo, N. Y.	1 "
Previously purchased 1 SCOTT 4-Roller Offset		
Stone, Ltd.	Toronto, Ont.	1 "
Forbes Lithograph Mfg. Co.	Boston, Mass.	1 "
Niagara Lithograph Co.	Buffalo, N. Y.	1 "
Edwards & Deutsch Co.	Chicago, Ill.	1 "
E. C. Kropp Co.	Milwaukee, Wis.	1 "

Among other satisfied users of SCOTT Four-Roller Offset Presses are:

Ketterlinus Litho Mfg. Co.,	Philadelphia, Pa.	Pioneer Litho. Co.,	San Francisco, Cal.
Brooks Bank Note Co.,	Springfield, Mass.	Bennett-Stubbs Litho. Co.,	Detroit, Mich.
Artcraft Litho. Co.,	Detroit, Mich.	Gubelman Publishing Co.,	Newark, N. J.
Regensteiner Colortype Co.	Chicago, Ill.	Higgins & Gollmar,	New York City
Herman & Brokaw,	New York City	Malvin Richter,	New York City
Northwestern Litho. Co.	Milwaukee, Wis.	John F. Scherber,	Boston, Mass.

And many others

## The SCOTT Is Best — Forget the Rest

STANDARD SIZES : 28 x 38 — 34 x 46 — 34 x 52 — 34 x 58 — 38 x 52 — 38 x 58

# WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK, 41 Park Row

CHICAGO, Monadnock Block

"Oswegos"

"Oswegos"



— all around the earth  
they save money for their owners

Canton, China, Sept. 22, 1911.

Oswego Machine Works,  
Niel Gray, Jr., Prop'r,  
Oswego, N. Y.

DEAR SIR:

About three years ago we purchased one of your OSWEGO Power Cutting Machines, which is giving us excellent service, and we now want another one of these machines in a different size with electric motor drive. We shall not wait to hear from you as to what the price will be, but request you now to ship to us at your earliest convenience and confidently expect you to treat us as you would want to be treated under similar circumstances. Give us your best discount for cash. As soon as you have the machine ready, advise our bankers, and the money will be sent to you.

Yours very truly,

CHINA BAPTIST PUBLICATION SOCIETY,  
(Signed) R. E. Chambers, General Secretary.

*Write and ask us about the Double Shear OSWEGO Auto, that cuts the cost.*

**OSWEGO MACHINE WORKS**

NIEL GRAY, Jr., Proprietor

**OSWEGO, NEW YORK**

# GRASS IS CHEAP

*—But Who'd Eat It?*

LOW COST of production doesn't mean high profits any more than low cost of food necessarily means high living.

¶ The lesson of the Philadelphia Cost Convention (like that of Denver) was that

*Printers' Profits come out of  
QUALITY rather than  
Cheapness of production*

¶ Of course, if you can get *both* quality and cheapness it's all the better.

¶ That is why the most prosperous printers in America (big and little) use *Monotypes*.

¶ First, because Monotype type and Monotype composition give the highest quality results known to the printing art.

¶ Next, because the Monotype can be kept busy on profitable work more hours a day than any other machine.

## THE MONOTYPE

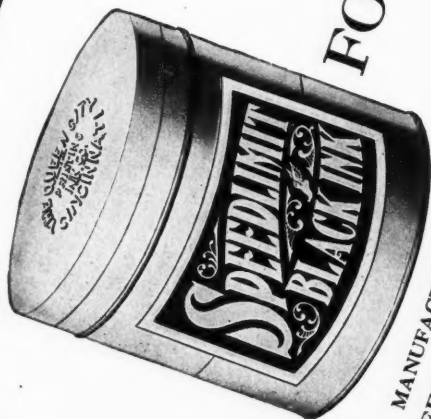
*Gets a Printer More Work, Higher Prices*

## MORE PROFITS

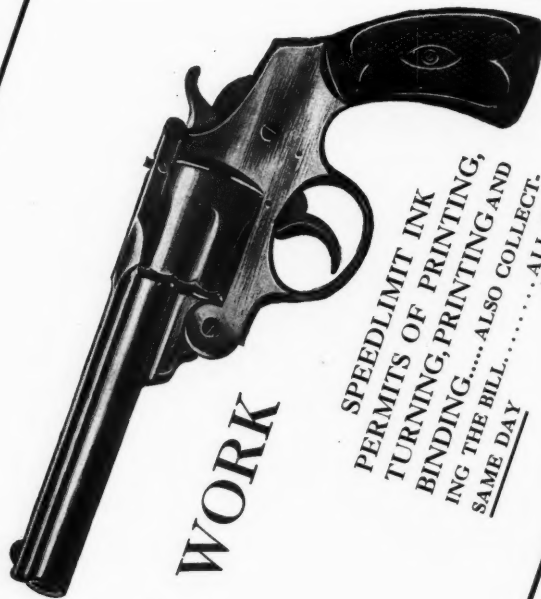
and we have a thousand letters from printers to prove it.

Lanston Monotype Machine Co.

Philadelphia



## FOR QUICK WORK



SPEEDLIMIT INK  
PERMITS OF PRINTING,  
TURNING, PRINTING AND  
BINDING.....ALSO COLLECT-  
ING THE BILL.....ALL THE  
SAME DAY

MANUFACTURED BY  
THE QUEEN CITY PRINTING INK CO.  
Cincinnati, Chicago, Boston, Minneapolis, Philadelphia,  
Rochester, Dallas, Kansas City, Detroit.

## Surprise Black

You have heard of, and tried,  
and have been filled with wonder  
when using our Wonder Black  
for fine Remanded papers  
Now we have a

### "Surprise"

For you, doing all the wonder-  
ous work of "Wonder" on any  
and all classes of inexpensive  
papers, admitting of printing  
both sides and binding in up &  
four days, and costing but a  
trifle comparatively.

Price in 50 lb lots 32¢ per lb  
100 " " 35¢ " "  
50 " " 40¢ " "

The Ault & Hiborg Co  
Hic et Ubique

*B & B Aseptic Handy Package*

**B & B Aseptic Handy Package**  
**Absorbent Cotton**  
 Bi-Sterilized

CAUTION: For your protection—see  
 that *B & B Aseptic Handy Package*  
 appears on every label

Prepared by  
**Bauer & Black**  
 Chicago, U. S. A.

The B & B Handy Package was formerly wrapped in paper.  
 This improved seal with string to open has been adopted to overcome  
 all possibility of contamination due to a torn wrapper.

To  
 Open  
 Pull  
 The  
 String

*B & B*

CAUTION:  
 that *B & B*  
 appears

This

Prepared by  
**Bauer & Black**  
 Chicago, U. S. A.

**1 Pound**

**B & B Absorbent  
 Cotton**  
 Aseptic Handy Package

**Blue=**  
**Corn Pla**  
**Cne Gross 1**

Prepared by **Bauer & Black**

*B & B Aseptic Handy*

**B & B Aseptic Handy P**  
**Absorbent Cotton**

CAUTION: For your protection see that  
*B & B Aseptic Handy Package* appears on every wrapper

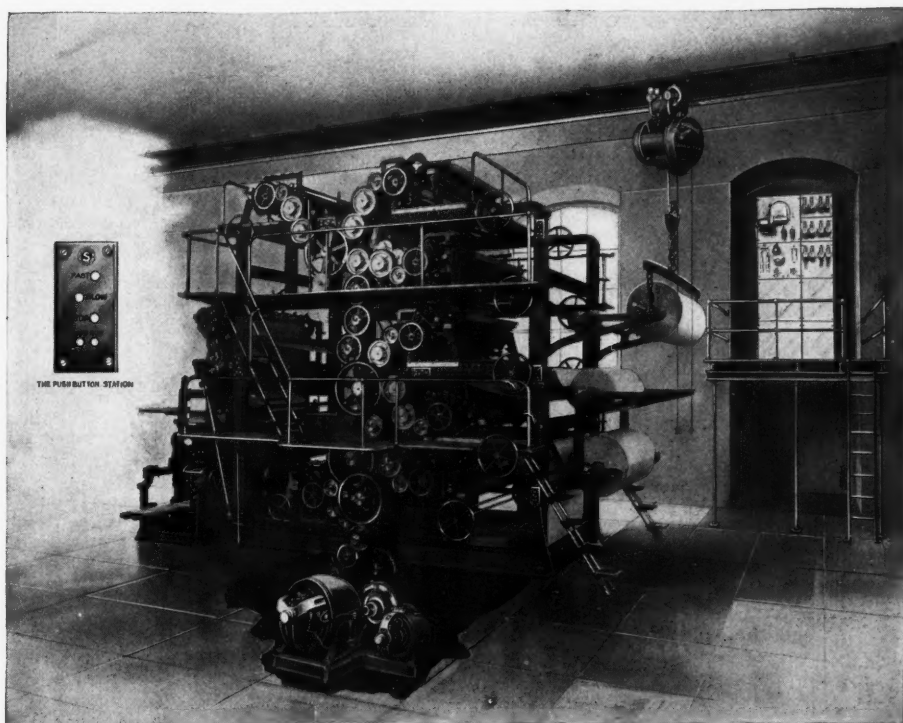
Bi-Sterilized

The B & B Handy Package was formerly w  
 This improved seal with string to open has been  
 all possibility of contamination due to a

# Full Automatic Push-button Control Systems



For the Operation of  
Newspaper Presses



Complete Motor and Control Equipments for Direct and  
Alternating Current Circuits Manufactured and Installed

Send for Bulletin No. 2394.

## SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street

New York, N. Y.

### Branch Offices:

CHICAGO . . . . .	Fisher Building	ATLANTA . . . . .	Empire Building
PHILADELPHIA . . . . .	Witherspoon Building	SAN FRANCISCO . . . . .	Rialto Building
BOSTON . . . . .	201 Devonshire Street	ST. LOUIS . . . . .	Chemical Building
BALTIMORE . . . . .	American Building	MILWAUKEE . . . . .	Cawker Building
PITTSBURGH . . . . .	House Building	SEATTLE . . . . .	Colman Building



# Jaenecke's Printing Inks

Are known the world over  
for their uniform quality and  
excellence. The printers  
who use our Inks know that  
this statement is correct.  
Always think of the Anchor  
trade-mark when in need of  
inks and you'll make no  
mistake.

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ASK FOR OUR SPECIMEN-BOOK

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Main Office and Works—NEWARK, N. J.

**THE JAENECKE PRINTING INK CO.**

CHICAGO OFFICE: New Number, 531 S. Dearborn Street

Old Number, 351 Dearborn Street

NEW YORK

PHILADELPHIA

ST. LOUIS

DETROIT

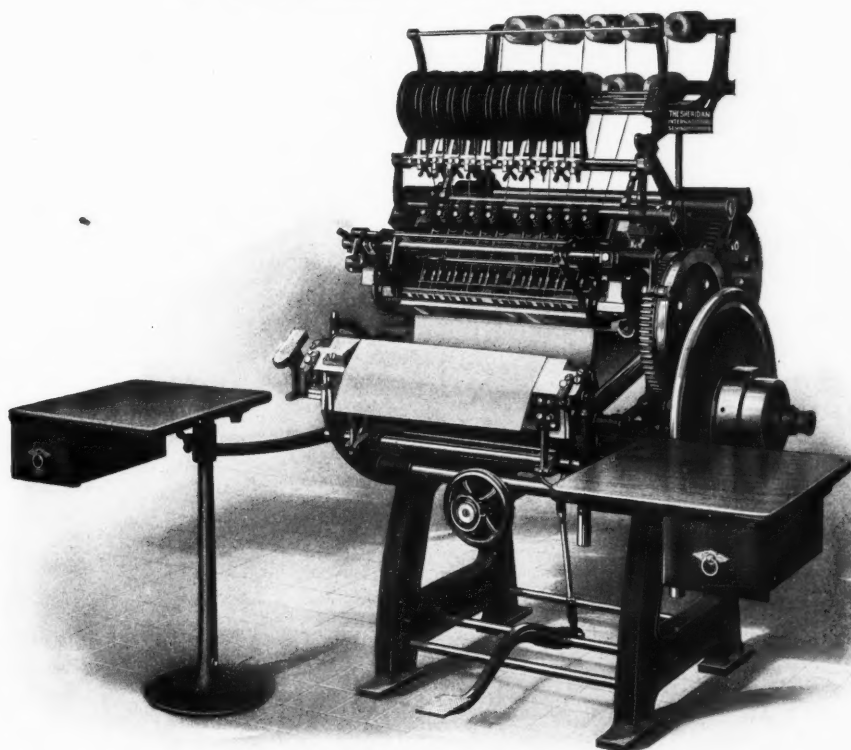
PITTSBURG

BALTIMORE

# THE LATEST AND BEST

## SHERIDAN INTERNATIONAL SEWING MACHINES

MADE IN THREE DIFFERENT STYLES AND FOUR SIZES  
COVERING THE FULL RANGE IN SIZE AND EVERY CLASS  
OF BOTH EDITION AND BLANK BOOK WORK



No. 4, Size 18 inches

THE MACHINES ARE SPLENDIDLY CONSTRUCTED. THEY CAN  
DO BETTER AND TIGHTER SEWING. THEIR CAPACITY IS  
GREATER THAN ANY OTHER MACHINE ON THE MARKET TO-DAY

Let Us Send You Our Booklet on Sewing Machines

### T. W. & C. B. SHERIDAN CO.

Established 1835

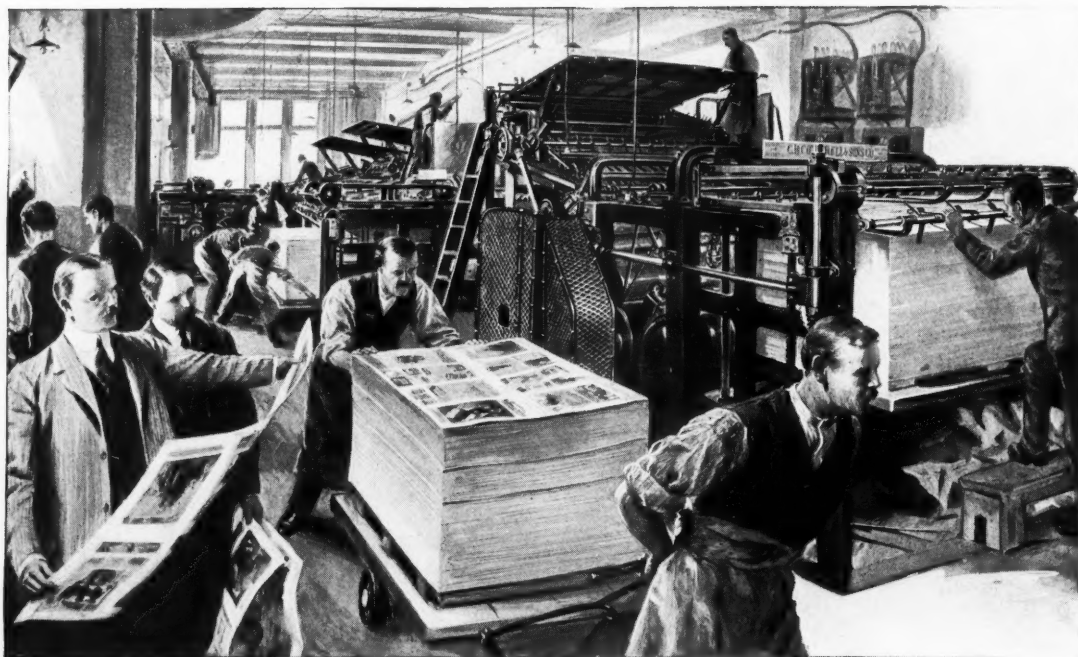
OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK

17 S. Franklin Street, CHICAGO

65-69 Mount Pleasant, LONDON, E. C., ENGLAND

# SIX CROSS FEEDERS



## ARE USED BY THE LONDON ILLUSTRATED NEWS

in the production of its immense weekly edition of world-wide circulation. The highest efficiency in quantity and quality of output are the requirements that have led to the selection of Cross Feeders by progressive printing plants throughout the world.

### DEXTER FOLDER COMPANY

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

DODSON PRINTERS SUPPLY CO.  
ATLANTA, GEORGIA

BRINTNALL & BICKFORD  
SAN FRANCISCO

THE J. L. MORRISON CO.  
TORONTO, CANADA

# What It Does

Largest 8 Page  
2 R.A. Folds  
17½" X 24"

Smallest  
16 Page  
3 R.A. Folds  
4" X 6"

Smallest  
R.A. 4 Folds  
24 Page  
3" X 4"

Largest R.A.  
4 Folds 24 Page  
8¾" X 12"

Smallest R.A.  
4 Folds 32 Page  
3" X 4"

Largest R.A.  
4 Folds 32 Page  
8¾" X 12"

Smallest  
8 Page  
2 R.A. Folds  
6" X 8"

Largest 16 Page  
3 R.A. Folds  
12" X 17½"

Largest Parallel  
32 Page  
6" X 17½"

Smallest Par. 32 Page  
2" X 6"

Smallest Parallel  
24 Page  
2" X 6"

Largest Parallel  
24 Page 6" X 17½"

Smallest  
Parallel  
16 Page  
3" X 8"

Smallest  
Parallel  
8 Page  
3" X 8"

Largest Parallel/  
16 Page  
8¾" X 24"

Largest Parallel/  
8 Page  
8¾" X 24"

The all-around *efficiency* of  
**The DEXTER No. 190  
JOBGING FOLDER**  
is here expressed in figures. They  
are *significant*, for they show  
the great range of opportunity  
for business getting and hand-  
ling that this jobber offers. Ob-  
long and irregular folds can also  
be made by special imposition

## SHEET AND PAGE SIZES

Right Angle Folds	Regular Work		Right Angle Folds	Gang Work	
	Sheet Sizes, Inches	Page Sizes, Inches		Sheet Sizes, Inches	Page Sizes, Inches
8 pages	12 x 16 to 35 x 48	6 x 8 to 17½ x 24	8 pages	8 x 12 to 24 x 35	3 x 8 to 8¾ x 24
16 pages	12 x 16 to 35 x 48	4 x 6 to 12 x 17½	16 pages	12 x 16 to 35 x 48	3 x 8 to 8½ x 24
24 pages	14 x 15 to 35 x 36	3½ x 5 to 8¾ x 12	24 pages	14 x 15 to 35 x 36	2½ x 7 to 6 x 17½
32 pages	14 x 20 to 35 x 48	3½ x 5 to 8¾ x 12	32 pages	14 x 20 to 35 x 48	2½ x 7 to 6 x 17½

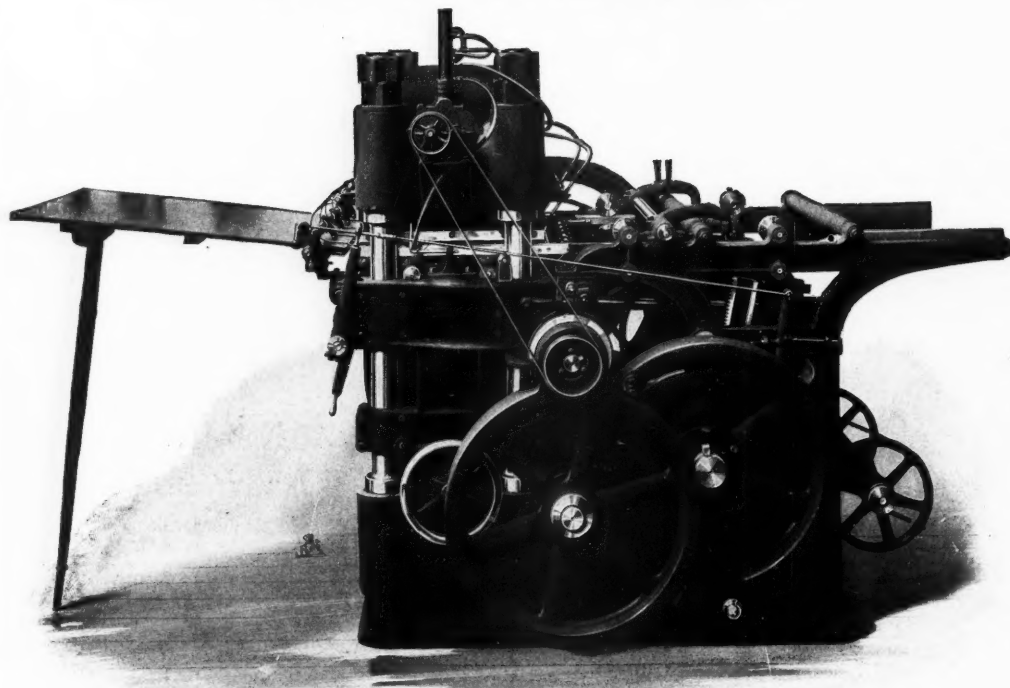
Oblong and many irregular folds can also be made by special imposition. Write us for descriptive booklet and set of dummies.

## DEXTER FOLDER COMPANY

200 Fifth Avenue, NEW YORK 431 South Dearborn Street, CHICAGO Fifth and Chestnut Streets, PHILADELPHIA 185 Summer Street, BOSTON  
Dodson Printers' Supply Co., ATLANTA, GA. Brintnall & Bickford, 568 Howard Street, SAN FRANCISCO  
T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA

# The Seybold Four-Rod Embossing Machine

With Mechanical Feeding Device



Built in Four Sizes: 22 x 28, 26 x 33, 28 x 38 and 32 x 42 inches

Specially equipped for highest-class embossing on large sheets of labels and postal cards, calendars, catalogue and book covers, paper novelties, paper boxes, etc.

Guaranteed to give *absolutely perfect register* at a speed of from 840 to 1,200 impressions per hour, dependent upon the size and style of sheet being handled.

LET US SEND FULL PARTICULARS

## THE SEYBOLD MACHINE COMPANY

*Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills,  
Paper Houses, Paper-Box Makers, etc.*

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

**Home Office and Factory, DAYTON, OHIO, U. S. A.**

BRANCHES: New York, 70 Duane Street; CHICAGO, 426 South Dearborn Street.  
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;  
KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.  
THE BARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.

# The I.T.U. Course.

is "reason-why" instruction in typography.

The principles of design and color harmony are taught with especial application to the compositor's work.

Students learn by doing, and are drilled in all kinds of display composition.

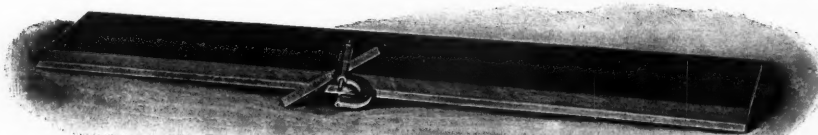
Instruction is imparted by correspondence, which insures each student receiving individual attention from the instructor.

The Course is sold for less than actual cost, being endowed by the International Typographical Union.

FOR FULL INFORMATION DROP A POSTAL TO  
THE I. T. U. COMMISSION  
632 SO. SHERMAN STREET, CHICAGO

Terms — \$23 for cash, or \$25 if paid in installments of \$2 down and \$1 a week till paid. The International Typographical Union gives a rebate or prize of \$5 to each student who finishes the Course.

ESTABLISHED 1830



**"COES"**  MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE

# Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

## No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

**LORING COES & CO., Inc.**

DEPARTMENT COES WRENCH CO.

**WORCESTER, MASSACHUSETTS.**

NEW YORK OFFICE—W. E. ROBBINS, 21 Murray Street

Phone, 6866 Barclay

### COES RECORDS

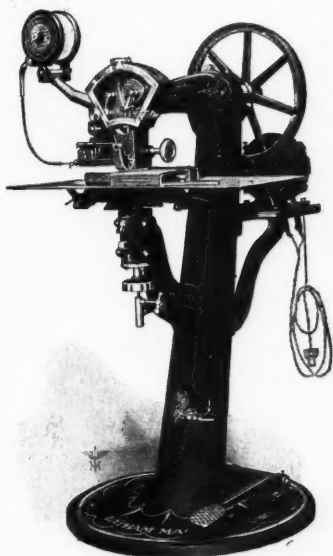
First to use Micrometer in Knife work . . . . .	1890
First to absolutely refuse to join the Trust . . . . .	1893
First to use special steels for paper work . . . . .	1894
First to use a special package . . . . .	1901
First to print and sell by a "printed in figures" Price-list . . . . .	1904
First to make first-class Knives, any kind . . . . .	1830 to 1905

**COES is Always Best!**

# Are You Installing a Bindery?

LET LATHAM FIGURE WITH YOU  
We Furnish Complete Bindery Outfits

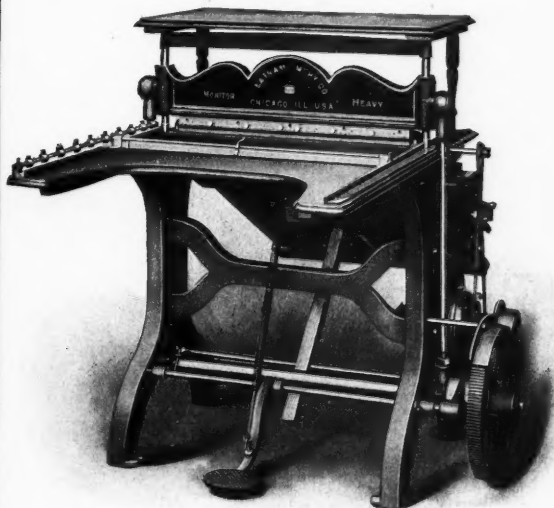
WRITE FOR ESTIMATES



**MONITOR Wire Stitcher—No. 1, Twentieth Century**



**MONITOR Paging and Numbering Machine**



**MONITOR Extra Heavy Power Perforator, with Feed Gauge  
Receiving Box and Motor attached**

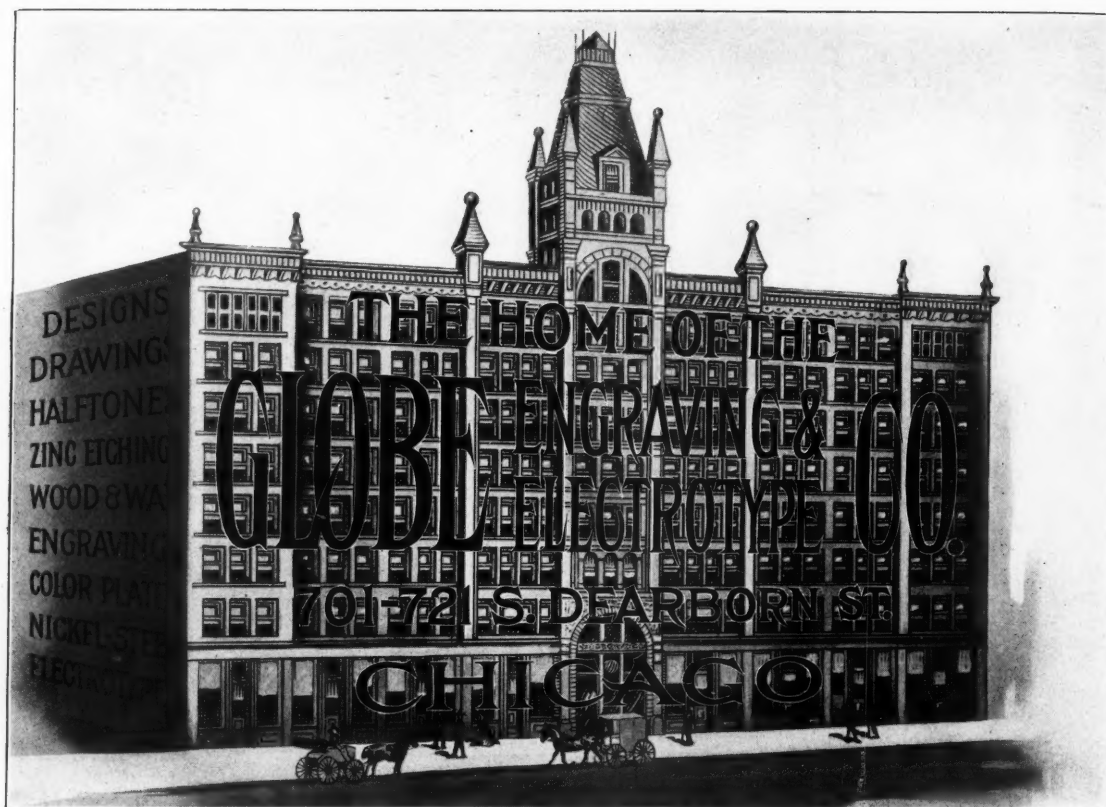


**MONITOR Power Multiplex Punch**

We also manufacture Single Punching Machines, Embossers, Creasers and  
Scorers, Job Backers, Standing Presses, Table Shears, Stub Folders, etc.

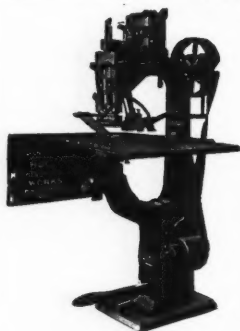
## Latham Machinery Co.

CHICAGO, - - 306-312 Canal Street  
NEW YORK, - - 8 Reade Street  
BOSTON, - - 130 Pearl Street  
PHILADELPHIA, - 1001 Chestnut Street



## HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street  
BROOKLYN, N. Y.

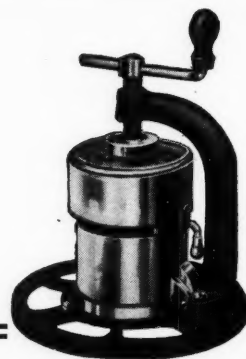


### "Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

**End-Name, Numbering, Paging and  
Bookbinders' Machinery and Finishing  
Tools of all kinds.**



### EDDY PAPER TESTER

There is but one accurate way to compare samples of paper for quality, and that is by mechanical test. For this reason the U. S. Government, Paper Mills and Jobbers, and all others who KNOW, use paper testers.

The "Eddy Paper Tester" registers numerically the strength of each sample you examine. With such an instrument and your own brains, could you ever fail to select the best values?

The cost of the tester is small, and as we can not demonstrate the instrument to you personally, we will send one on ten days' trial if you desire.

Write us.

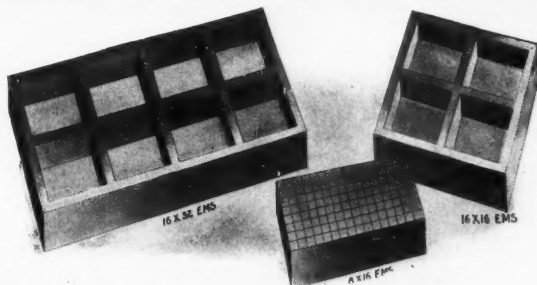
**DOBLER & MUDGE**  
BALTIMORE, MD.

European Sales Agents

H. B. LEGGE & Co., 81 Cannon St., London

**Carnegie Says to Young Men:**

*"To advance in your position,  
do something good to attract  
attention to yourself from those  
above you."*



Challenge Cast Iron Sectional Blocks

**We Say to Pressroom Foremen, Young and Old:**

**PUT** in a "plug" for the **EXPANSION PLATE-MOUNTING SYSTEM**. Its use will enable you to cut down your make-ready time one-half, plates may be registered in one-tenth the time and the terrors which usually beset a "long run" fade into insignificance.

"John certainly knew what he was talking about," exclaims the "old man" as he glances over the cost tickets.

More than one pressroom foreman has *advanced* by tying up to the **EXPANSION**. No pressman's technical education is complete without a knowledge of this modern plate-mounting system. Information full and free, upon request.



**The Challenge Machinery Company**

Salesroom and Warehouse  
124 So. Fifth Ave., Chicago

Grand Haven, Michigan

**What Is the Most Valuable Thing  
in the World?**

**TIME!** Time is without price. You can buy everything but Time. Yet Time, precious and priceless, belongs to everybody: — you have a right of ownership in Time equal to your competitor. Who makes the most of it — you, or he?

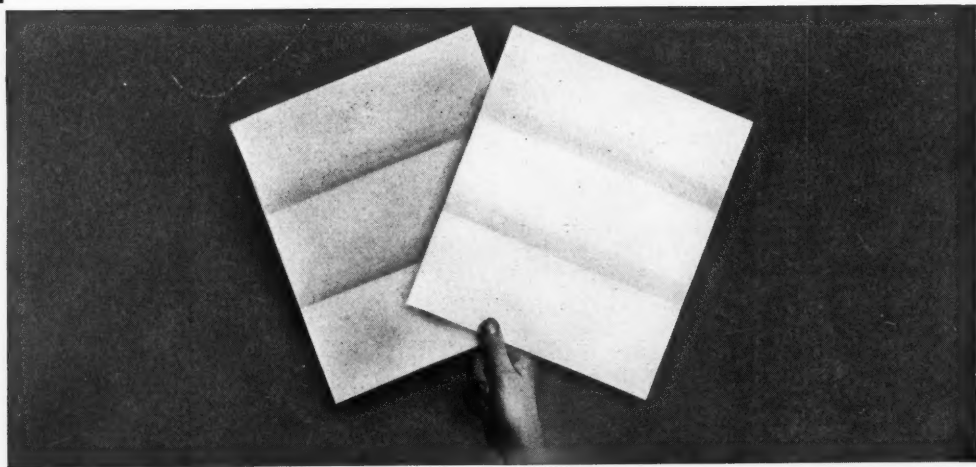
**JOB** arrived at 9 a. m.; 100 copies wanted for the 20th Century Ltd. at 2:30 p. m. Foreman, a live one, laid it out with a few swift passes; sent cuts with layout to *Potter Proof Press* for four proofs with cuts in exact location, exact margins and size of paper. He divided copy among four compositors, each of whom had an exact dummy to work from. At 12 m. prover got the forms. At 1 p. m. he had 100 proofs, not distinguishable from press proofs, done in two colors on the *Potter Proof Press*. Job delivered ahead of time. Satisfied customer. Long runs not disturbed. Expensive machines and men not used. *Time — priceless time — saved.*

The yardstick of industrial achievement is output per unit of time. Write that axiom on your mind with indelible ink. Get sample proofs, styles, sizes, prices. The *Potter Proof Press* is

Owned and  
Made by

**A. F. WANNER & COMPANY**

431 South Dearborn Street, CHICAGO



## Both Are Ten Years Old—One is Brown's Linen Ledger Paper

**T**EN years ago we sealed two sheets of paper in an envelope and put it in the safe. One was a sheet of Brown's Linen Ledger Paper—the other was a sheet of ledger paper claimed to be equal to ours.

We have just opened the envelope and have found that our sheet is as white and clear in color and as strong as ever. It is as good as new in every respect.

The other paper has lost strength and is yellow in color. The photographic illustration shows the difference. The other paper has deteriorated.

This is really no test at all for Brown's Linen Ledger Paper. There are tons of it made 40 or 50 years ago which to-day is as white, clear and strong as when it left our mill.

**A**GE never discolors or weakens Brown's Linen Ledger Paper. That is why it is used by big corporations, State and County Governments and accepted as standard by Uncle Sam.

Brown's Linen Ledger Paper is made of clean, white rags. It is not bleached with strong chemicals. Chemicals weaken the paper fibre and in time weaken and discolor the paper.

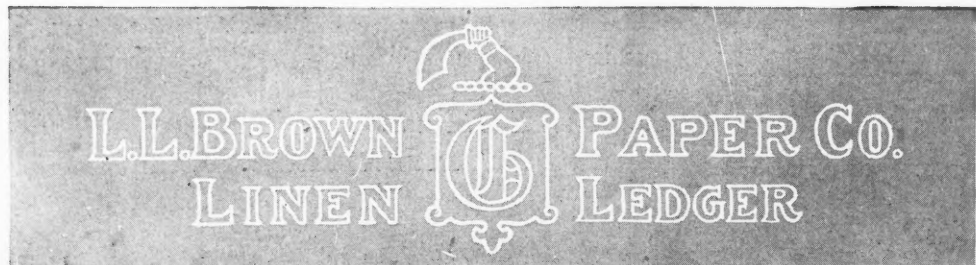
Printers should keep Brown's Linen Ledger Sample-book in a handy place for ready reference. Customers who want loose-leaf papers that won't tear or curl—or papers for ledgers and books that must be preserved, will find just what they want in our Sample-books.

Write for Sample-books.

*We also manufacture All-Linen and Bond Papers of the better grades.*

**L. L. BROWN PAPER COMPANY,**  
Adams, Berkshire County, Mass.      Established 1850

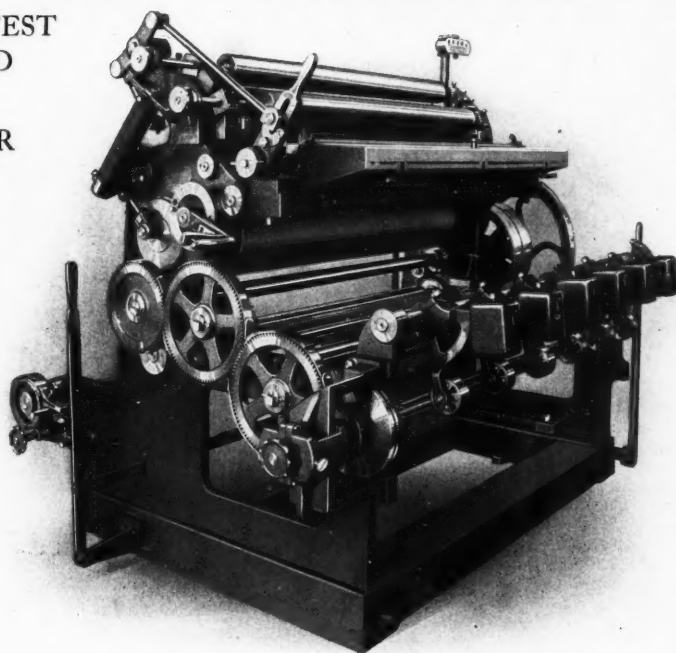
*Facsimile of the water-mark which appears in each sheet.*



# GOOD ——— BETTER ——— BEST MATERIAL — WORKMANSHIP — RESULTS

VERY LATEST  
IMPROVED  
MODEL  
BUILT FOR  
STE-  
REO.  
OR  
ELEC-  
TRO.  
PLATES

LET US  
TELL  
YOU  
MORE  
ABOUT  
IT.



**3 IN 1**  
ARE  
REPRESENTED  
BY THIS ROLL  
PRODUCT  
ROTARY  
WRAPPING  
AND TISSUE  
PAPER PRESS.

**KIDDER PRESS  
COMPANY**

Main Office and Works:  
**DOVER, N. H.**

New York Office: 261 Broadway  
**GIBBS-BROWER CO.**

#### AGENTS

Canada: The J. L. Morrison  
Co., Toronto. Great Britain:  
John Haddon & Co., London.  
South America: J. Wasser-  
mann & Co., Buenos Aires.



## "The Johnson Way" Has Won the Day

with a method of care that preserves rollers, clean, tacky and flexible like new, and saves wash-up time. There are no more troubles with hard, shrunk or cracked rollers; no bent stocks and damaged surfaces; no dirty, greasy floors; no rag and oil receptacles scattered about the room; order and cleanliness become automatic; there is entire absence of the usual fire hazard.

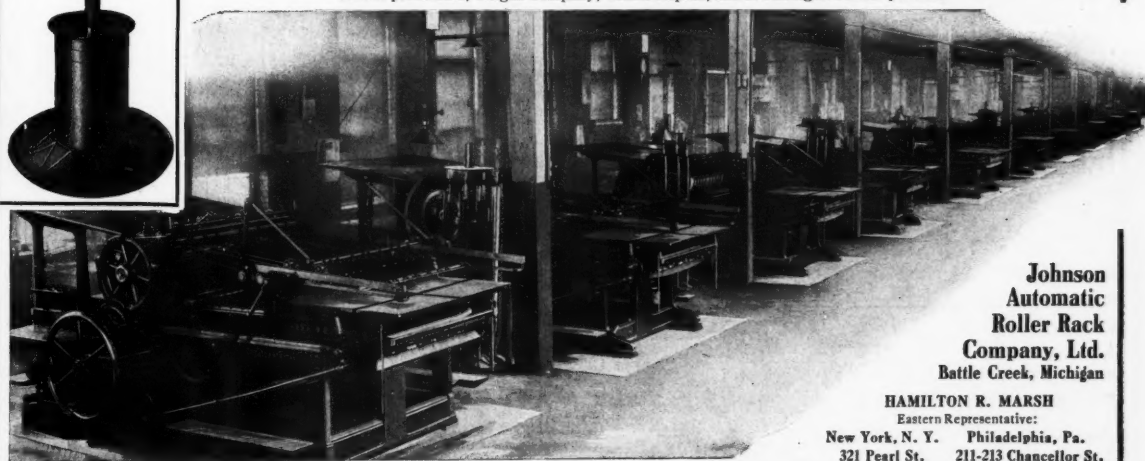
Extract  
From  
Letter  
No. 5

We consider no pressroom complete without Johnson Automatic Roller Racks. They tend to improve the appearance of the pressroom, as well as serving as a time-saver in wash-ups.

**THE CARGILL CO., Grand Rapids, Mich.**

Copy of the complete text of this letter and others equally interesting will be forwarded on request.

Part of pressroom, Cargill Company, Grand Rapids, one of Michigan's finest printers



**Johnson  
Automatic  
Roller Rack  
Company, Ltd.**  
Battle Creek, Michigan

**HAMILTON R. MARSH**  
Eastern Representative:

New York, N. Y. 321 Pearl St. Philadelphia, Pa. 211-213 Chancellor St.



# Danish Ledger

WILL GUARD YOUR  
RECORDS FROM AGE  
AND DECAY AS THE  
DANISH WARRIORS  
LONG GUARDED THE  
FRONTIERS OF CHRIS-  
TENDOM FROM THE  
HEATHEN.

SOLD BY

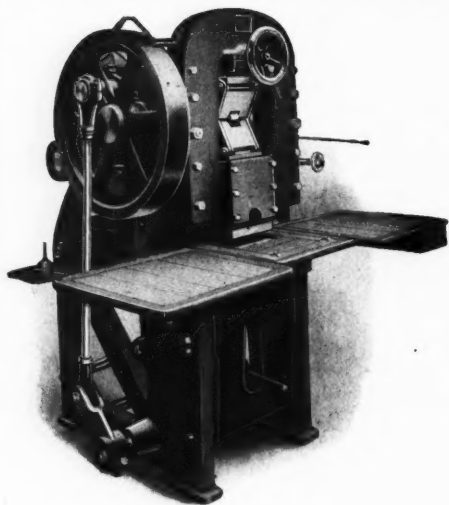
Albany, N. Y., Hudson Valley Paper Co.  
Baltimore, M. D., B. F. Bond Paper Co.  
Boston, Mass., Tileston & Livermore Co.  
Buffalo, N. Y., R. H. Thompson Co.  
Detroit, Mich., Choate-Stevens Paper Co.  
Harrisburg, Pa., Donaldson Paper Co.  
Indianapolis, Ind., Crescent Paper Co.  
New York City, Miller & Wright Paper Co.  
Philadelphia, Pa., Wilkinson Brothers & Co.  
St. Louis, Mo., O. W. Bradley Paper Co.  
Washington, D. C., B. F. Bond Paper Co.

MANUFACTURED BY

## B. D. RISING PAPER CO.

HOUSATONIC, BERKSHIRE COUNTY,  
MASSACHUSETTS

# The Carver Automatic Die Presses



Are the best for registered work, steel-plate printing, box tops, calendars, checks, photo-mounts, and all commercial work.

They are the most economically operated and cost the least for repairs.

If you would know the real worth, inquire of users; especially where they are operated with other makes.

Our *Card Feeding Attachment* will interest you.

Our presses are manufactured in the following sizes:

4½ x 9 in.	2½ x 8 in.
3½ x 8 "	2½ x 4 "

## C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets  
PHILADELPHIA, PA.

CANADIAN AGENTS:

MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:

PARSONS TRADING CO., Sydney, Mexico City and New York.

J. H. SCHROETER & BRO., Atlanta, Ga., Southern Agents.



## Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

### Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

### Our Entire Plant is Fully Equipped

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotpe service.

*Phone Franklin 2264. Automatic 53753. We will call for your business.*

## AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago

Patented in  
United States  
Great Britain  
France  
Belgium



## A GOOD STAPLING MACHINE

Means Economy in the Printing-Office

It is an absolute necessity to every printing-office that does not have a wire stitcher.

### The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

**The Acme Staple Machine Co., Ltd.**

112 North Ninth Street,  
Camden, N. J.

Progress Typewriter Supply  
Co., Ltd., London, England,  
European Agent



837

## YOU CAN'T AFFORD NOT TO STUDY THIS MOTOR CAREFULLY

Its "No Trouble" features are vitally important to every printer.

Bulletin 142E, describing it, is important to you for the information it contains, whether you need motors now or not.

*Send for it.*

### CROCKER-WHEELER COMPANY

AMPERE, N. J.	BIRMINGHAM	BOSTON	CHICAGO	CLEVELAND
DENVER	DETROIT	NEWARK	NEW HAVEN	NEW YORK
PHILADELPHIA	PITTSBURG	SAN FRANCISCO		SYRACUSE

## Ask the Printer Who Owns One

The best proof of our claims for the SWINK TWO-REVOLUTION PRESS is to see it in actual operation and you will find a satisfied user. Its compact, solidly built design can not help appealing to the buyer who in most instances figures on space as well as a *satisfactory* price.

### *The* **Swink High-Grade Two-Revolution Press**

is scientifically constructed, each part of the best material, is built like a watch. Its high speed averages 2,400 impressions an hour, perfect register, book-form or four-color work, and it is equipped with the best inking system. *Catalogue will be supplied upon request, or special representative will call and see you.*



**The Swink Printing Press Company** Factory and General Offices  
DELPHOS, OHIO

## PRINTERS

cannot fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

### **Non-Curling Gummed Paper**

☐ We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

*Write for samples*

**Samuel Jones & Co.**

Established in England 1811  
WAVERLY PARK, N. J.

## *An Imprint Matrix Slide Will Give You a New Imprint for Every Job*

The up-to-date printer should not run old, illegible imprints. Our Imprint Matrix Slides are made to fit the patent dash and border block of the Linotype, and with one or more of them at hand an unlimited supply of new, clean imprints is always available. The expense is slight, the benefits great.

### **A FEW SAMPLES**

VAN DYCK & CO., INC., NEW HAVEN, CONN.  
H. G. PUGH PRINTING CO., LITTLE ROCK, ARK.  
JOHN C. RANKIN CO., 54 & 56 DEY ST., NEW YORK  
PERKINS BROS. CO., SIOUX CITY  
THE HUGH STEPHENS PRINTING CO., JEFFERSON CITY  
THE SEEHAN PRINTERY, DURHAM, N. C.  
THE KANSAN PRINTING CO., NEWTON, KANSAS  
THE GARDNER PRINTING CO., CLEVELAND  
EDWARDS & BROUGHTON PRINTING CO., RALEIGH, N. C.  
COMMERCIAL LITHO. & Ptg. CO., SAVANNAH, GA.

*Send for full particulars.*

**IMPRINT MATRIX CO.**  
CHARLOTTE, N. C.

## LIGHT-WEIGHT CATALOGUE PAPER

No. 10333

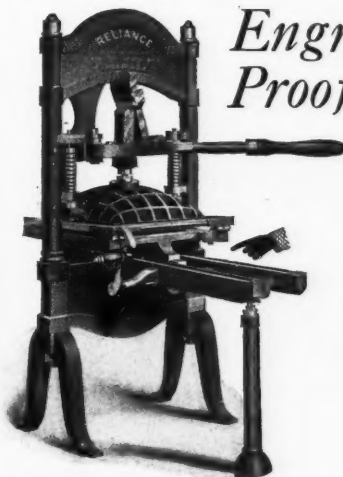
An agreeable dead finish for 165 or 175 line half-tones. One of our customers had been using 65-pound enameled paper. After careful consideration he decided to try our No. 10333 in 28-pound weight. It reduced his bill for paper, it cut his postage bill practically in half. Let us send you a sample from his catalogue. You will like the quality.

**PARSONS TRADING CO.**

NEW YORK

IMPORTERS OF LIGHT-WEIGHT BOOK PRINTING PAPERS,  
BIBLE PAPERS, ESPARTO AND SPECIALTIES

## *The Fame of the* **Reliance Photo- Engravers' Proof Press**



has been  
won on its  
**MERITS  
ALONE.**

Its merits are the  
result of  
Correct Design,  
Proper Leverage,  
Heavy Squeeze,  
Uniform  
Impression,  
Rigidity,  
Accuracy,  
Durability.

With Rack and Pinion Bed Movement.

**Paul Shniedewend & Co.**

627 W. Jackson Boulevard, Chicago, U. S. A.

Also sold by Williams-Lloyd Machinery Co., 638 Federal St., Chicago;  
Geo. Russell Reed Co., San Francisco and Seattle; United Printing Machinery Co., New York and Boston; New York Machinery Co., 101 Beekman St., New York City; Toronto Type Foundry Co., Toronto, Montreal and Winnipeg; Klimsch & Co., Frankfurt am M., Germany; A. W. Penrose & Co., London, E. C., England.

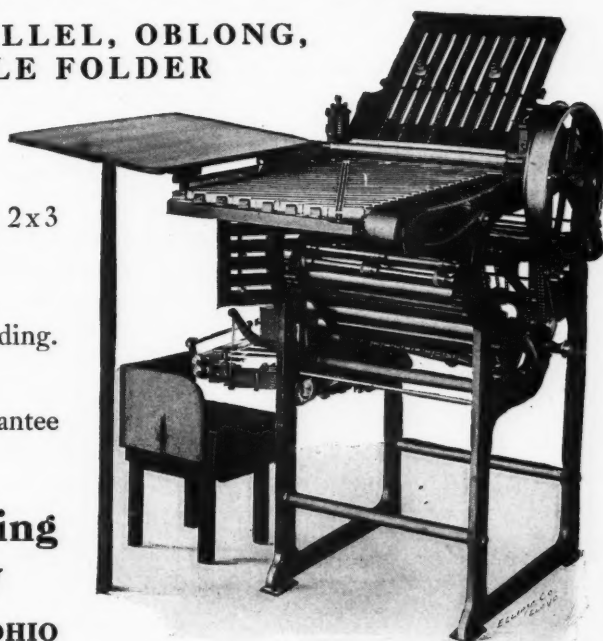
## *The* **CLEVELAND FOLDER**

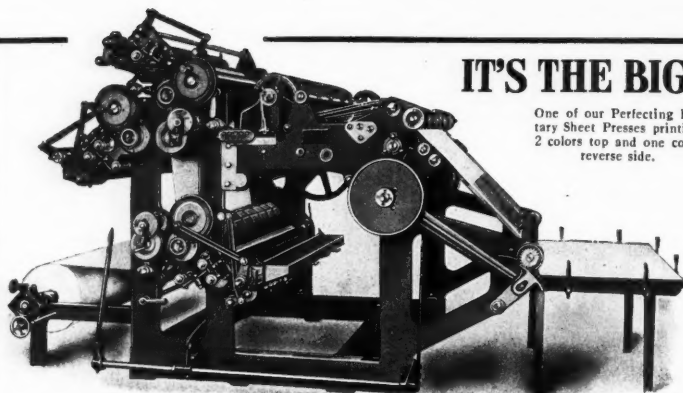
**THE EFFICIENT PARALLEL, OBLONG,  
AND RIGHT-ANGLE FOLDER**

- Perfect Register
- Highest Speed.
- Greatest Range of Sizes. Sheets 2 x 3 to 19½ x 38.
- Largest Variety of Folds.
- No Tapes—No Knives used in Folding.
- Endorsed by Repeat Orders.
- Installed on an Unconditional Guarantee of Absolute Satisfaction.

**The Cleveland Folding  
Machine Company**

717 Lakeside Ave., CLEVELAND, OHIO





## IT'S THE BIG OUTPUT AT LOW COST

One of our Perfecting Rotary Sheet Presses printing 2 colors top and one color reverse side.

that interests the printer. We build presses to suit any requirements. Competition demands immense production in the finished product—presses that print one or both sides of web in one or more colors, number or perforate one or both ways, punch, interleave and deliver product cut to size in flat or folded sheets or slit and rewound in rolls. We design and build *Special Presses* to order.

## MEISEL PRESS & MFG. COMPANY

Factory: 944 to 948 Dorchester Ave.  
BOSTON, MASS.

## JENNEY UNIVERSAL TYPE MOTORS

ARE THE HIGH-GRADE STANDARD  
FOR ALL PRINTING MACHINERY

### AMERICAN ROTARY VALVE CO.

SUCCESSORS TO  
Jenney Electric Manufacturing Co.

GENERAL OFFICES  
156 No. Dearborn St., Chicago

FACTORY  
Anderson, Ind.

VACUUM CLEANING MACH'Y—AIR COMPRESSORS

## QUALITY—SERVICE

## Brislane-Hoyne Co.

*Electrotypers*      *Nickeltypers*

412-414-416 So. Dearborn Street, Chicago

OUR PLANT IS ENTIRELY NEW AND EQUIPPED  
WITH ALL OF THE LATEST IMPROVED MA-  
CHINERY ESSENTIAL TO THE PRODUCTION OF  
HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

## 1,000 Magazines for Fifty Cents

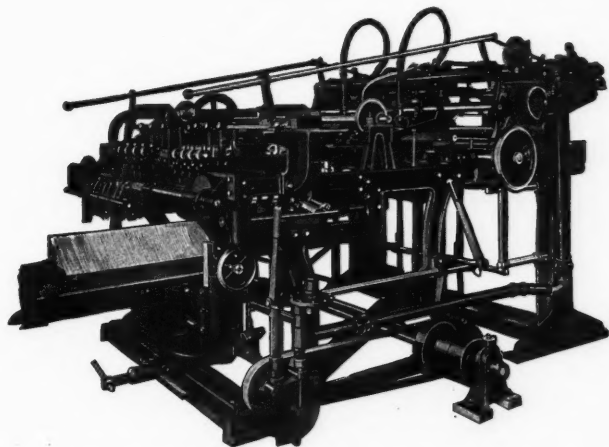
### GATHERED, STITCHED AND COVERED

Labor	(1) operator . . . . .	\$ 3.00		
	(1) operator assistant . . . . .	1.50		
	(2) good feeders . . . . .	3.00		
	(1) good feeder assistant . . . . .	1.00		
	(1) good take-off . . . . .	1.50		
			\$ 10.00	
Per M.				\$ 0.3703
Fixed interest	on \$8,000 6% . . . . .	\$ 1.60		
Charges, insurance	" " 2% . . . . .	.54		
Depreciation	" " 5% . . . . .	1.33		
Supt.	" " 1/2% . . . . .	.12		
			\$ 3.59	
Per M.				\$ 0.1330
3,000 books per hour X 9—27,000 books per day				\$ 0.5033

GEO. JUENGST & SONS, Croton Falls, New York.

WE HAVE NO AGENTS

# THE CHAMBERS Paper Folding Machines



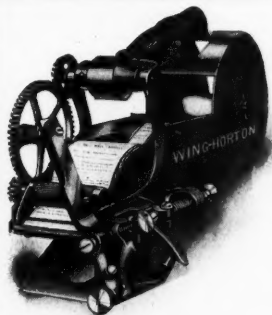
No. 440 Drop-Roll Jobber has range from 35x48 to 14x21 inches.

THE PRICE IS IN THE MACHINE.

## CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office : : : : : 524 West Jackson Boulevard



### "They Are Going Some"

Six hundred and twenty-two  
**Wing-Horton Mailers**  
were sold in 1910.

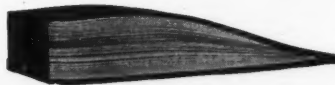
They were all sold sub-  
ject to approval, but not a  
Mailer was returned.

They are carried in stock  
at printers' supply houses  
throughout the United States  
and Canada.

Full particulars supplied on re-  
quest to any agency, or

**CHAUNCEY WING, Mfr., Greenfield, Mass.**

## JAMES WHITE PAPER CO.

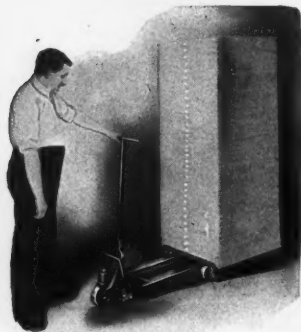


Trade-mark  
Registered U. S. Patent Office.

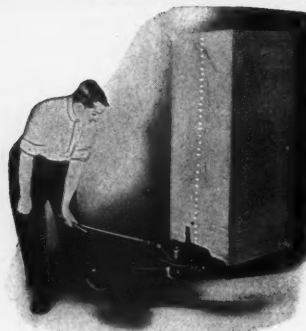
**BOOK AND COVER PAPERS**

219 W. MONROE STREET

CHICAGO



Slip the Cowan Truck under the pile, instead of repiling onto a platform truck.



Load the Cowan Truck by merely depressing the handle. This simple positive action automatically elevates platform and locks it in position.



Unload by elevating handle and pulling out truck.

## A New Way to Handle Paper Stock in Piles

Completely prevents waste of stock in handling.

Saves at least half the time and labor cost of ordinary methods.

Substitutes inexpensive platforms which you can build yourself for a lot of expensive platform trucks.

Keeps stock up off the floor, meeting insurance requirements without the expense of building and maintaining platforms, tables, benches, etc.

### THE COWAN SYSTEM

All the equipment you need in this simple system is the Cowan truck and its inexpensive platforms.

You keep each pile of stock on its separate platform and use the Cowan truck to move the platform whenever and to wherever the stock is needed.

Slipping the truck under the

platform and simply depressing the handle elevates the load and automatically locks it in position. It is the first and only simple, practical and efficient method of handling paper stock without repiling. And has already been adopted by many of the largest concerns in the paper trades. Write at once for booklet and full details to

### THE COWAN TRUCK COMPANY

Main Office and Factory, No. 14 Water Street

Holyoke, Mass.

New York Office and Salesroom, Fourth Avenue Building, 380 Fourth Ave.

Chicago Office and Salesroom, No. 1320 Republic Bldg.

Atlanta Office and Salesroom, 20 Auburn Ave.

*Read what*

*White & Wyckoff say about this new system.*

To the trade:

This system was devised by our superintendent, Mr. H. W. Cowan, to solve our own paper handling problems.

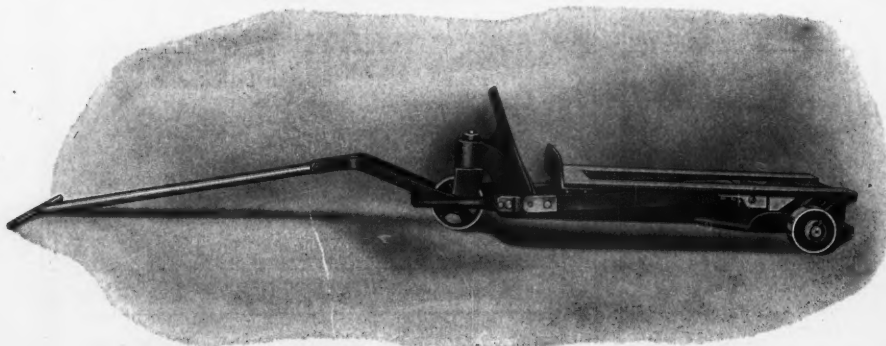
It not only has solved them, but its extraordinary success has caused many leading paper and envelope makers to follow our example.

The features of this system are its simplicity, inexpensiveness, and ease of installation.

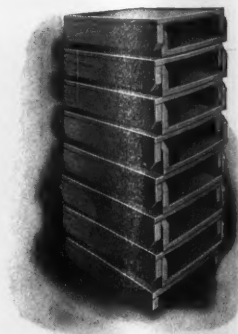
We will be glad to answer all questions.

WHITE & WYCKOFF  
MFG. CO.

Manufacturing Stationers  
Holyoke, Mass.



The Cowan Truck — a low-down, self-loading truck to be used with platforms in multiple.



A pile of 15 nested platforms — occupying the space of one ordinary platform truck.

# WANTED

I would like to get in touch with a wide-awake printer in Chicago, Milwaukee, Detroit, Cleveland, Indianapolis, St. Louis or Kansas City, who is willing to equip his plant to produce a line of profitable specialties. Address, stating your present equipment, Henry Drouet, Sales Agent, New Era Printing Press, No. 217 Mar-bridge Building, Broadway and 34th Street, New York.

THE GUARANTEE  
BUILT BY THE REGINA COMPANY

## Waite Die and Plate Press

### USERS' OPINIONS

"If we were to order another press to-day we would order the 'Waite.'"  
—CLARKE & COURTS, Galveston, Tex.

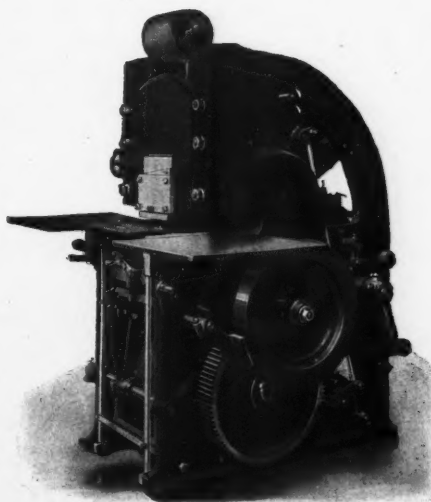
"We freely express the utmost satisfaction, getting the best of results as to quality of work together with output. Contrary to reports the machine is not complicated and we can, without hesitation, recommend the 'Waite' to any prospective purchaser."  
—THE CARGILL CO., Houston, Tex.

"In our opinion the 'Waite' is the best press in the market. It has the best wiper of any of the presses, owing to the fact that it wipes more like the human hand would wipe a plate, while other presses have a flat wipe."  
—AMERICAN STATIONERY COMPANY, Buffalo, N. Y.

"The above (Plaza Hotel) letter-head plate has had 85,000 impressions at a speed of 30 a minute on our 4 in. x 8 in. Waite Die Press."  
—CAMERON & BULKLEY, New York, N. Y.

"We are pleased to state that our 6 in. x 10 in. Waite Die Press is giving us good service. This press is running dies the full limit of the die box on a high grade of close color stamping with excellent results."  
—GEO. C. WHITNEY CO., Worcester, Mass.

"We are enabled to do a class of work on it that can not be done on any other die press in our plant, and we have several of various makes."  
—E. A. WRIGHT, Philadelphia, Pa.



**AUTO FALCON & WAITE DIE PRESS CO., Ltd.**

NEW YORK LIFE BUILDING, 346 BROADWAY, NEW YORK

Factory, Dover, N. H.



**Crane's Ladies' Stationery.**  
 Of well-known Merit  
 Yield a Profit to Dealer  
 Sold by Booksellers  
 — and Stationers  
**Z & W. M. CRANE**  
 Dalton Massachusetts USA

Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

# Become a Linotype Operator

There is no industry in which wages are so high and employment so steady as at linotype composition. Nearly 1,400 hand-compositors have increased their wages by learning the linotype at

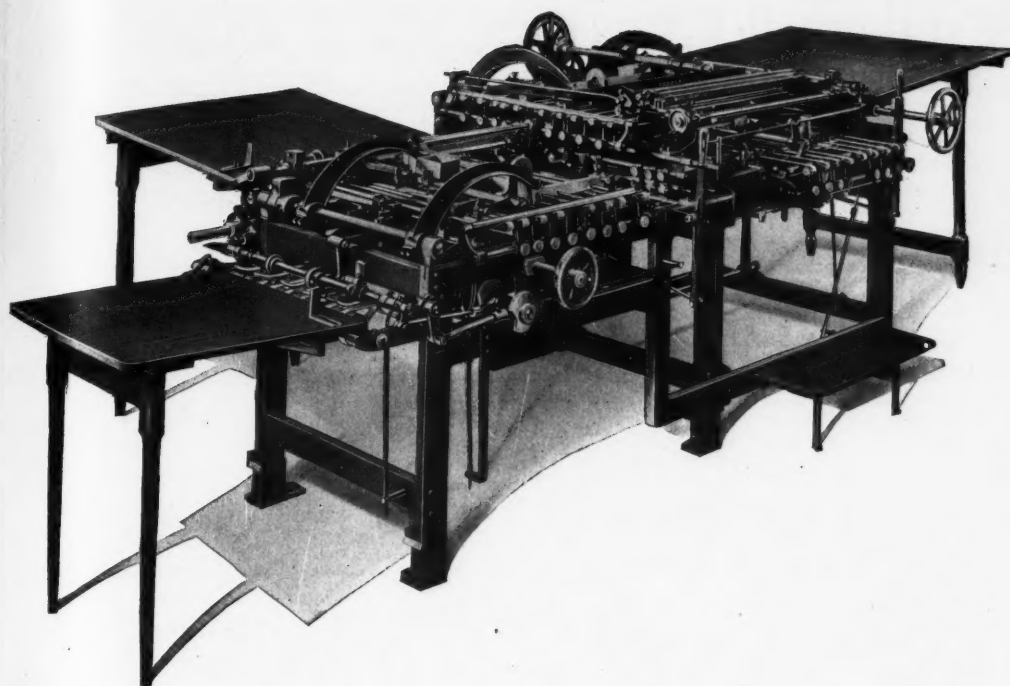
## THE INLAND PRINTER TECHNICAL SCHOOL

Send for our booklet, "Machine Composition," and get details, and also see what students say about the thoroughness of our instructional methods.

**Inland Printer Technical School**

632 S. Sherman Street, Chicago, Ill.

# New Periodical Folder



Has a range of 8, 12, 16, 20, 24  
and 28 pages. Pastes and trims 8,  
12 and 16 pages. Pastes 8, 12, 16,  
20, 24 and 28 pages.

MADE BY

**Brown Folding Machine Co.**  
Erie, Pa.

Chicago  
345 Rand-McNally Building

New York City  
38 Park Row

Atlanta, Ga.  
J. H. Schroeter & Bro.

**A**T Piedmont, West Virginia, is a paper mill that is the model institution of its kind in the world. This is no advertising exaggeration—it is a fact that is offered as a news item to buyers of coated paper, for the mill we are talking about is the specialized coated paper plant of the West Virginia Pulp and Paper Company.

But we are not selling the mill—we are selling the product, which happens to be Velvo-Enamel.



A Quality That Leaves Nothing to Be Desired

“Velvo” is the answer to the question: “Can the best coated paper be produced in a rattle-trap, old-fashioned establishment, or is it an advantage to have an ideal mill?”

Yes, “Velvo,” is the answer.

Every operation in its production is an efficiency effort. “Conditions beyond our control” are not known in the Velvo plant. The finished result is standardized just as positively as though we were running a high-grade woolen mill. You can rely on Velvo, always. Your orders for ream lots or carload shipments will be uniformly “up to sample.”

## West Virginia Pulp & Paper Company

(Incorporated)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.;

Davis, W. Va.; Covington, Va.; Duncan Mills,

Mechanicsville, N. Y.; Williamsburg, Pa.

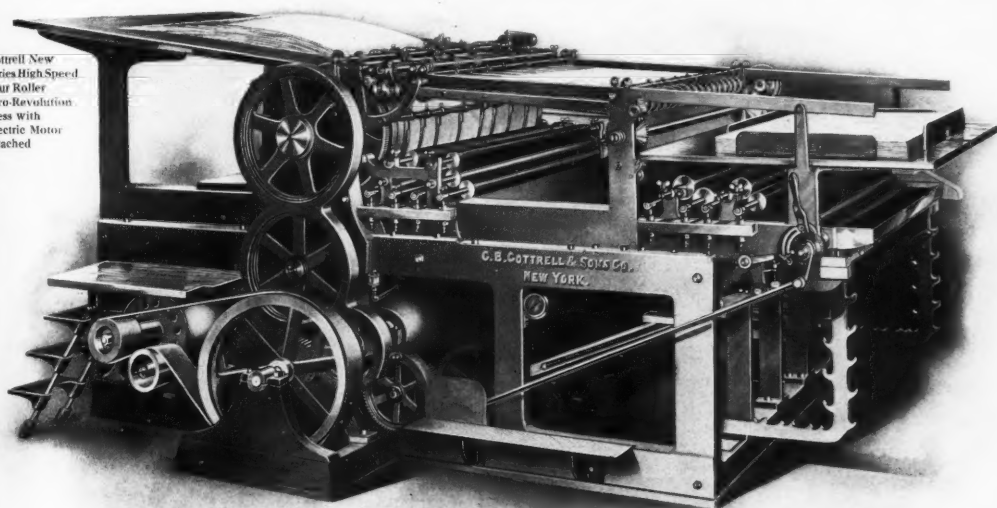
Cable Address: “Pulpmont, New York.” A. I. and A. B. C. Codes Used.

# QUALITY

## OF WORK AND QUALITY OF SERVICE

IF ANY ONE make of two-revolution press offered the printer speeds far in excess of what could be obtained from any other machine, it would be a simple matter to eliminate the undesirables. It is amply proven that the variation in speeds between the best makes of presses are too small a matter for consideration. All of the generally accepted bed movements are capable of practical speeds far in advance of these contributory conditions which determine the speeds at which the various grades of work may be run. If the factor of safety of all accepted movements offer the printer all the margin permitted by the contributory conditions, then the chief points to be considered by the printer is the relative length of life and simplicity of adjustment permitted by the various movements.

Cottrell New  
Series High Speed  
Four Roller  
Two-Revolution  
Press With  
Electric Motor  
Attached



The difference in quality and output will therefore depend upon the structural strength of the machine, the provisions made for saving the time of the pressman during the time for making ready and the largest possible reduction in the amount of make-ready necessary on the highest grades of work.

It is because the New Series Cottrell has met these requirements in the fullest degree that makes it the one best investment for the master printer who must obtain a profitable service from his high priced labor under the hardest competitive conditions and where the investment to prove profitable should last for a minimum of twenty years at the highest point of efficiency.

As one well known trade writer has said: "When we reflect on the superiority of the American magazine printing and know that the great majority of these publications have used Cottrell presses for the past quarter of a century, it will not, I think, be disputed that no other press builders have on the whole served the high grade printers quite so well as the Cottrells have."

When you contemplate additional equipment in your pressroom an investigation of the New Series Cottrell along the above lines will be greatly simplified if you send for a copy of the booklet we have issued recently.

### Keystone Type Foundry

General Selling Agents

Philadelphia  
Detroit

New York  
Atlanta

Chicago  
San Francisco

### C. B. Cottrell & Sons Co.

Manufacturers

Works:  
Westerly, R. I.

25 Madison Sq., North, New York  
279 Dearborn Street, Chicago

# THE CASLON BOLD

5 Point Font \$2 00

21 A \$0 95 40 a \$1 05

**THE IDEAL ADVERTISING MAN MUST BE SPECIALLY TRAINED**  
An Advertiser must have Discrimination to sift from the information only the things which will interest the Prospective Buyer. Nothing important must be hid, and nothing unimportant must be told, as space is valuable

6 Point Font \$2 00

22 A \$0 95 43 a \$1 05

**HE MUST HAVE WHAT IS TERMED BUSINESS WIT**  
This is necessary because an advertiser in the advanced grade really helps to direct the business he is advertising. He must know or be able to judge what, when and where to advertise

8 Point Font \$2 25

19 A \$1 10 37 a \$1 15

**ORIGINAL IN THOUGHT AND WRITINGS**  
He must have imagination, be able to remember and repeat stories, and to illustrate the important points by characteristic anecdotes or illustrations

9 Point Font \$2 50

18 A \$1 20 36 a \$1 30

**EDUCATING HIMSELF ALL THE TIME**  
An advertiser must be a voracious reader of good literature to keep pace with the times

10 Point Font \$2 50

16 A \$1 20 32 a \$1 30

**CASLON BOLD SERIES SUITABLE**  
An attractive type face will enhance the display and value of your advertisement

12 Point Font \$2 75

16 A \$1 30 30 a \$1 45

**PRINTERS WILL RECOGNIZE**  
Usefulness and Profit in this Series

14 Point Font \$3 00

12 A \$1 45 22 a \$1 55

**WORLD FAMED ARTIST**  
Exhibition in the Art Room

18 Point Font \$3 25

8 A \$1 50 16 a \$1 75

**SEASIDE PASTIMES**  
The Boardwalk Stroll

24 Point Font \$3 50

5 A \$1 60 11 a \$1 90

**GREAT NIGHT**  
Lost Final Attack

30 Point Font \$4 25

4 A \$2 00 9 a \$2 25

**MERCHANT**  
Stolen Wealth

36 Point Font \$5 00

3 A \$2 55 6 a \$2 45

**MOON SHINE**

42 Point Font \$6 25

3 A \$3 20 6 a \$3 05

**Rivals Killed**

48 Point Font \$7 50

3 A \$4 25 5 a \$4 25

**PORTERS**

54 Point Font \$9 15

3 A \$5 55 4 a \$3 60

**Landslide**

60 Point Font \$11 00

3 A \$6 75 4 a \$4 25

**ANGLE**

72 Point Font \$13 60

3 A \$8 75 3 a \$4 85

**Market**

84 Point Font \$15 75

3 A \$10 00 3 a \$5 75

**BIND**

96 Point Font \$19 90

3 A \$13 00 3 a \$6 90

**Hoist**

Philadelphia  
New York  
Chicago

**KEYSTONE TYPE FOUNDRY**

Detroit  
Atlanta  
San Francisco

# The Way to Meet Competition

in the printing business is to *beat* it by submitting and selling *ideas* to your customers instead of *prices*. A dummy is judged, as a completed catalogue or booklet is judged, not by its *cost* but by its *looks*. The surest and easiest way to produce the profits *you* want is to show your customers the effects *they* want, in the shape of *printed* dummies made of

## Buckeye Covers

Buckeye Covers are best for dummies and best for the finished job—they are best "first, last and all the time," because they are both the easiest to *print effectively* and the easiest to *buy* of all high-grade covers.

They have all the *desirable* characteristics of the most costly, yet are sold at a moderate price.

Now made in *sixteen* beautiful colors, *four finishes* and *four weights* (including the new **DOUBLE THICK**)—the greatest *variety* as well as the greatest *values* ever offered by a paper-mill.

If you do not yet realize the profit opportunities this line offers you, write to the mill to-day for the box of "Buckeye Proofs."

**Buckeye Covers are stocked by the following representative dealers:**

BALTIMORE	Doherty & Morgan	MILWAUKEE	The E. A. Bauer Co.
BOSTON	The Arnold-Roberts Co.	MINNEAPOLIS	Standard Paper Co.
BUFFALO	The Ailing & Cory Co.	MONTREAL	McLellan Paper Co.
CHATTANOOGA	Anchor Paper Co.	NASHVILLE	Howard Smith Paper Co., Ltd.
CHICAGO	James White Paper Co.	NEW ORLEANS	Graham Paper Co.
	J. W. Butler Paper Co.		E. C. Palmer & Co.
CINCINNATI	The Chatfield & Woods Co.	NEW YORK	Henry Lindemeyer & Sons, 25-34-36 Bleeker Street.
	The Dixon & Wing Paper Co.	OAKLAND, CAL.	Zellerbach Paper Co.
	The Whitaker Paper Co.	OMAHA	The Carpenter Paper Co.
CLEVELAND	The Cincinnati Cordage & Pa. Co.	PHILADELPHIA	Burrott-Bushman Co.
	The Union Paper & Twine Co.		The Ailing & Cory Co.
COLUMBUS	Central Ohio Paper Co.	PITTSBURGH	The Chatfield & Woods Co.
DAYTON	The Keogh & Rike Paper Co.	PORTLAND, ORE.	Pacific Paper Co.
DETROIT	The Union Paper & Twine Co.	RICHMOND, VA.	Richmond Paper Mfg. Co.
DES MOINES	The Carpenter Paper Co.	ROCHESTER	The Ailing & Cory Co.
DENVER	The Peters Paper Co.	SALT LAKE CITY	Carpenter Paper Co. of Utah.
INDIANAPOLIS	C. P. Leah Paper Co.	SAN FRANCISCO	Zellerbach Paper Co.
	Indiana Paper Co.	SEATTLE	H. H. Richmond Paper Co.
KANSAS CITY	Graham Paper Co.	SPOKANE	John W. Graham & Co.
LOS ANGELES	Zellerbach Paper Co.	ST. LOUIS	Graham Paper Co.
MIDDLETOWN, OHIO	The Sabio-Robbins Paper Co.	ST. PAUL	Wright, Burrott & Stilwell Co.
		WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindemeyer & Sons, London, England

Sample-book No. 1 shows Single Thick weights in all finishes.

Sample-book No. 2 shows Double Thick and Ripple Finish.

"Buckeye Proofs" show how to print them effectively.

Any of the above sent free if requested on your business letter-head.

## THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER  
in HAMILTON, OHIO, since 1848

# St. Valentine

*It is not that her face  
is fair,*

*Her glances sweet,  
her form divine—*

*Not these, though hom-  
age they compel—*

*Not these around the  
heartstrings twine.*

*She is a Woman—all  
is said—*

*The glory of our life  
is hers.*

*She is a Woman—and  
the name*

*The holiest thought of  
manhood stirs.*

*A. H. McQuilkin*



# The Inland Printer

*The Leading Trade Journal of the World in the Printing and Allied Trades*

TERMS: \$3.00 a year, in advance. Foreign, \$3.85 a year. Canada, \$3.60 a year

Vol. XLVIII

FEBRUARY, 1912

No. 5

## *Davis Brothers' Printing Salesroom*

By Robert F. Salade.

ONE bright February morning the Davis Brothers, proprietors of "The Modern Printery," were seated in their office going over the morning mail. Business was brisk and general printing conditions running smoothly, so the brothers were finding keen enjoyment in their fragrant cigars.

"Say, Harry," remarked Norman, the elder brother, "young Clark of the composing-room suggested an idea yesterday, while he and I were talking on general topics, that I thought was pretty good."

"What? That we buy some more type, I suppose," said Harry, with a twinkle in his eye.

"No; not this time," laughed his brother. "The boys seem to have enough material for the present. The idea that Clark advanced was that we establish an attractive salesroom for the accommodation of prospective patrons who call here for estimates, and for the handling of general work which is brought directly to the office."

"Well, what the deuce do you call *this* if it isn't a salesroom?" asked Harry, looking around the office critically.

"This is not a salesroom according to Clark's comprehensive plan," replied his brother. "His idea is to fit up and furnish this room in the manner of a general printing salesroom, in full charge of a competent man who thoroughly understands the making of printing and who can write up and lay out copy intelligently. Specimens of our best work are to be displayed in cases and upon the walls so that a patron's attention will be attracted to the many other branches of our work. A person would call for the purpose of ordering a thousand letter-heads, but with the right kind of a salesman here, there is no reason why a full line of office stationery should not be sold to the patron as well. See the point?"

"Yes, the point is clear enough," answered Harry. "But, say, haven't you and I always handled any inside business which came in here?"

"That's just where you get in wrong, Harry," returned Norman. "You know that half the time you are up-town with the motor company you are interested in, while our outside business keeps me on the street the larger portion of each day. Take to-day, for instance. You have to be up-town by ten, while I must be on my way in a few minutes for a dozen calls which demand my personal attention. While we are out, nobody is here to receive new orders, except Miss Thompson, and she knows as much about printing and a patron's requirements as a camel. When any intricate piece of printing is brought in, she calls for our worthy foreman, Lester, and he comes rushing in here looking like an ink specimen. Lester, with his mind on his work, and in a hurry to get back to it, doesn't care a hang whether the order is received or not. I tell you, Harry, we lose many dollars' worth of work under our present slipshod methods."

Harry was silent in thought for a moment. "Well, since you put it in that light," he at last answered, "I understand the facts more clearly. I have noticed that the Benson Radiator Company, across the street, has an elaborate sales and show room, with a salesman always on the alert. So I can see no reason why a printing plant, turning out the high-grade class of work we do, shouldn't have a sales and show room along the same lines. But who can we secure capable of taking charge of this department?"

"Why not young Clark?" answered Norman. "You know he is a practical printer of the highest type — thoroughly understanding paper stock, estimating, etc. He is also a graduate from an advertising school, and can write up and lay out copy beautifully. We could have an ad.-writing department here in conjunction with the salesroom, and, judging by the calls we have had for this class of work, we should make a profitable success of the plan."

"Yes; and Clark could arrange and lay out a great deal of our regular work for the composing-room," said Harry, growing enthusiastic over the plan. "From the condition in which some of the copy goes upstairs, it's a wonder that the compositors are able to put it into respectable type-form. Now that I have come to think of this subject, I feel sure that a large amount of time in the composing-room could be saved by having all rough copy laid out in a systematic manner."

So it was mutually agreed by the Davis Brothers to adopt the

comprehensive plan of young Clark for the establishment of a modern printing salesroom.

Clark began on his new work immediately, and had some remarkable changes made in the office arrangement. The room was repapered with panel effect in light and dark green and furnished in simple but pleasing and comfortable mission style. Large showcases, containing artistic specimens of the best printing executed in the Davis plant, were arranged about the room in such a manner as to invite the attention of visitors; and hung upon the walls with tasty arrangement were large frames with glass and matboard upon which were mounted brilliant samples of three and four color subjects, of which class of work the Davis Brothers made a specialty.

Clark then had the regular office equipment — typewriters, desks, etc. — moved to the rear of the room so as to give full prominence to the “salesroom” department, and the advantage of this plan was at once apparent, as under the former office arrangement a patron would step into the room and be halted by a railing enclosing the general office-furnishings — causing the visitor to have the feeling that a ticket might be demanded for admittance. But with Clark’s plan the visitor would walk into a large, bright room containing long, roomy tables (on which work could be spread out to the best advantage) and comfortable chairs a plenty — in a word, a salesroom fitted up along the lines of other business houses selling goods of an artistic character. A prospective patron in search of the better kind of printing could scarcely help being impressed with the idea that printing done by a firm that took a pride in displaying its goods in the manner of the Davis Brothers would indeed be printing “worth while.”

Directly under the large front windows of the salesroom, so as to receive the full advantages of natural light, Clark had his desk set up and over it was suspended a neat sign with the inscription:

EXPERT WRITING OF ADVERTISING  
DESIGNING AND SKETCHING

REASONABLE RATES

The Davis Brothers were delighted with the general improvements and voiced their approval in a hearty manner.

“This certainly looks more like business, Harry,” said Norman to his brother, as the two were admiring the improvements. “The old-

time method of printers bringing in their customers among the type and presses has surely passed."

"I believe you are right," replied Harry. "A salesroom like this is bound to inspire confidence in a prospective patron. The very atmosphere of the place produces the assurance that the work will be done right."

Clark became a live wire at once, and had very little spare time on hand when not giving his attention to customers or rewriting copy. Nine-tenths of the general copy which came to the plant was badly arranged and poorly written, and, through having a technical knowledge of printing as well as advertising experience, Clark could rewrite and lay out the general copy with remarkable improvement. Each piece of copy was then typewritten by one of the girls and sent to the composing-room in a readable condition, which secured for Clark the everlasting gratitude of both the proofreaders and compositors. In fact, Clark with his type knowledge could lay out and mark the name and type sizes on booklets, folders, etc., so precisely that in nearly all cases the compositors could follow the layout exactly, which naturally resulted in a great saving of time in the composing-room as well as satisfaction all around.

The ad.-writing branch of the business was soon flourishing. Mr. Gourly, of the Gem Stove Company, called in one day with cuts and copy for a 32-page booklet.

The write-up of the booklet had been done by Mr. Gourly himself, and was worded so poorly that almost any one who received and read one of the booklets would at once decide *not to buy* a Gem stove!

"Now, Mr. Gourly," said Clark, after glancing over the copy, "the wording of this booklet could be greatly improved if you would care to have us rewrite it in regular advertising style. With our experience we could give the whole subject a snappy tone. These illustrations are excellent, and with the proper write-up the booklets could be made to bring in large orders for you. The cost for rewriting would not be a very large item."

"Why of course I would like you to rewrite it if you can improve it," replied the old gentleman. "But I didn't know you fellows would bother with ad.-writing. Why, I had the devil's own time getting this copy together, and came near giving up the task. Go ahead and write it up in good style, and if you make a success of this booklet, you can have all our work of this kind to write up and print." And Mr. Gourly went out of the place convinced that he had made a great "find." Almost any intelligent printer could have improved on Mr. Gourly's

writing of the booklet, but Clark, through his advertising experience, was able to make every paragraph in the booklet sound live and catchy. For instance, Mr. Gourly's writing contained the commonplace wording, "Gem Stoves," for a sub-head at the top of each page. Clark changed this to read, "Gem Stoves Make Warm Friends," and so on in this manner. When the booklets were finished Mr. Gourly was so pleased that Davis Brothers received all other work of the Gem Stove Company thereafter.

In the manner of the Gourly incident Clark steadily built up the ad.-writing business to large proportions.

Through being continually in the salesroom and meeting bright business men who were constantly seeking the better class of printing, Clark soon became a splendid salesman. An ordinary clerk can receive an order which is brought into a print-shop by a regular patron, but it requires an experienced salesman to sell additional goods. For example: A gentleman would call in with a set of two-color plates which he wanted worked on 5,000 letter-heads. A price being agreed upon, Clark would ask:

"Have you had this design printed on your other stationery — statements, bill-heads, etc.?"

"Why, no; I thought of just having it worked on the letter-heads."

"But why not have the design printed on all your other stationery and have it uniform?" Clark suggested in a pleasant manner. "The design would be sort of a trade-mark, you know. You could even have the design reduced and worked on your envelopes. Really, this design is beautiful, and would look classy printed in olive and brown on all of your work."

Which line of argument secured an additional order for fifty dollars' worth of printing which the patron had no idea of ordering in the beginning.

When a new customer would call in with some small order, Clark would always make it a point to show some of the latest booklets, form letters, etc., covering the same line of business, and in nearly all cases additional orders would be procured.

It was of frequent occurrence for some one to drop in with a reprint design in time-honored type which he desired reproduced, if possible. Clark would show samples of the same kind of work in the newest type-faces and clearly demonstrate how much better the work would appear in the present-day style, which selling method would generally secure a steady and well-satisfied customer.


If the paper on a certain job were of poor quality, Clark would show

by example how much better the printing would appear on a better grade of paper. Business men in general, Clark soon learned, were not seeking cheap printing any more than they were looking for cheap wearing apparel or other necessities. All the business man required was a practical demonstration as to why high-grade printing was better than the ordinary kind, and he would then order the better kind every time.

Along these lines Davis Brothers' printing salesroom became their greatest selling power.

### *Shop Efficiency and Wages*

By R. O. Vandercook.

OW wages do not necessarily mean low cost of production. This is, I believe, especially true in the printing business in this country. It seems that a certain standard of living is necessary to develop in the worker a given standard of efficiency. This fact is shown by statistics in many other kinds of labor.

Most interesting along the general line of wages in relation to the cost of production are the statistics brought out in the building of the Panama Canal. These figures conclusively show that the comparatively high wages and the enforced better standard of living have resulted in a very much lower cost for labor than expected, and much lower than if the laborers had worked for the usual wages in that country and lived according to the usual standards. It is shown that where farm labor is the poorest paid the cost of crops is larger than in the enlightened communities where wages are enough to allow something for mental and physical growth.

That a reduction in wage scales has not resulted in a corresponding reduction in the cost of production has been shown in the analysis of costs where printing plants have been moved to localities where the standard of living is lower and therefore the wage scale less. Great savings are often made by locating where land is cheap, shipping facilities good, and the building planned according to scientific principles. After deducting the savings due to the material betterments it is often found that the net percentage of saving in labor is not by any means equal to the percentage of difference in the wage scale.

Let us consider the wage question in a printing-office, not from a humanitarian standpoint, but strictly in its business aspects. If a

manager, actuated by humanitarian or even selfish motives, should increase his wage scale without doing other things it would be a miracle if he got anything for his money except a corresponding increase in costs.

These "other things" require great tact and patience. Time will be required. Methods must be varied according to circumstances. I have in mind some offices where the first thing the manager must do is to wash his windows, and shovel the dirt and antiquated material out of the shop. No matter what wages are paid, unless the manager insists on a clean, well-lighted and orderly shop, no increase in wages will help. Good workmen always prefer a clean and decently equipped shop. They know what it means to drift into slovenly habits. They will not work long in an environment that is against their better instincts. Careless habits are easier to acquire and harder to lose than habits of accuracy and dexterity.

Intelligent workmen gravitate toward intelligently managed offices. Efficient workers do not like to remain where their best efforts are annulled by slovenly and inefficient management, or where the shop arrangement and material are such that they can not get results.

Before any increase in wages is made the shop must be in order, so that willing workers can make their efforts count. When the shop and material are up to a high standard it is safe to bid for workers of high efficiency. A few men in the shop who are known to receive pay in advance of the union scale, and whose product is clearly worth more than that of the average man, are a stimulant to all the rest. To draw out efficiency in this manner, the strictest fairness and absolute good faith, as well as tact, are required of the management. If the overscale men are used only as decoys to entice the other workers to increase their efficiency, only to find that all the benefits of this increased production are gobbled up by the management, and harder and more exacting requirements are made on all others without corresponding benefits, then it is only natural that the decoy men will soon be spotted and a sullenness will pervade the shop. To do only enough work to hold their jobs and to prevent by all means in their power others from doing any more than they, is the natural result of the management trying to hoodwink the workers.

I believe it is because the decoy game has been so often worked on them that the trade unions have opposed bonus systems; and, as a rule, bonus systems have failed to get results.

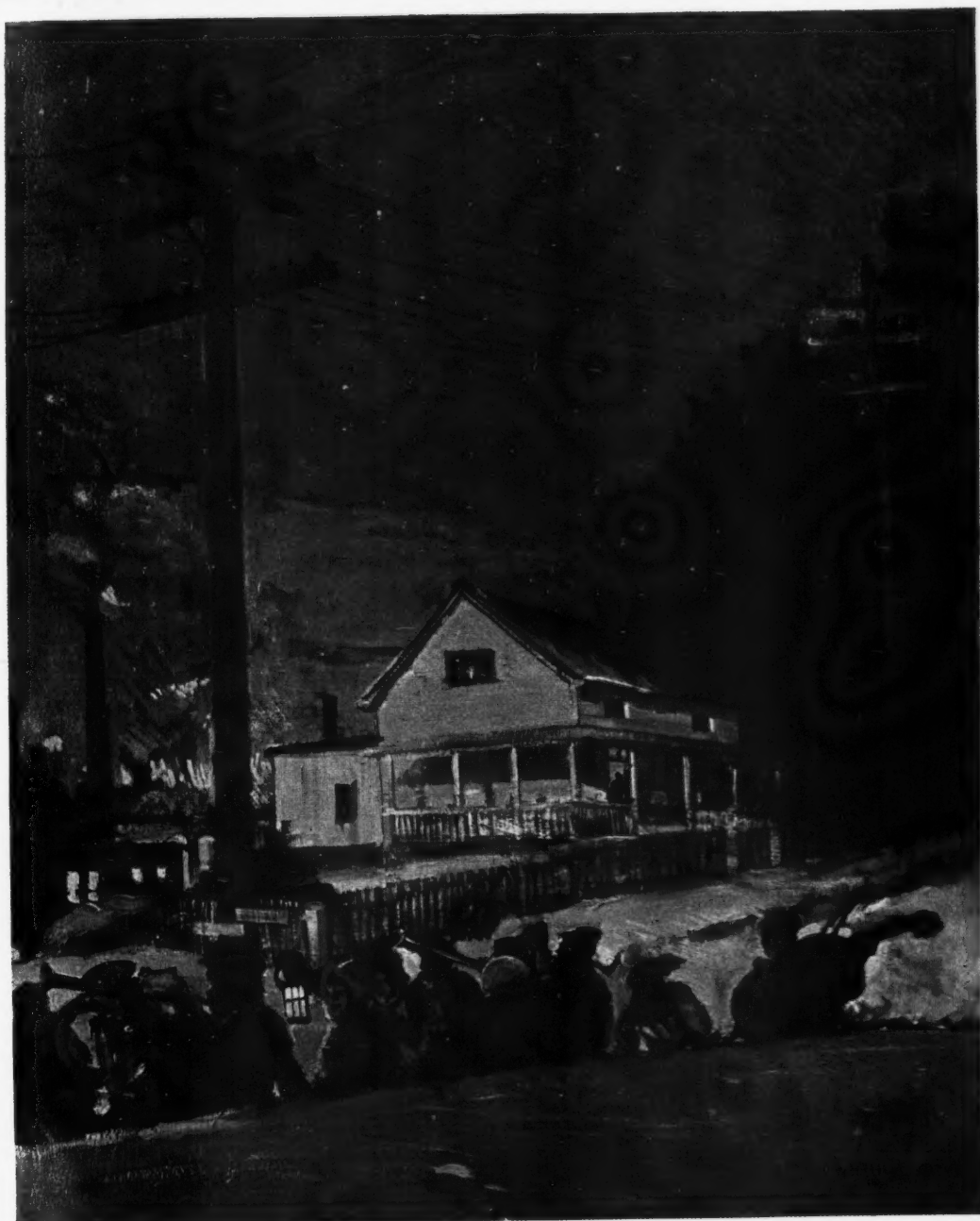
If the workers believe that the management is on the square, and that all who qualify for advance-of-the-scale wages will get them with-

out question, then good results are bound to follow for all concerned. In Chicago there is a big linotype shop where every man is an "advance of the scale man." The manager knew some of the men were easily worth more than the average. He paid them according to their worth and announced that the scale of wages in that shop would be according to the scale paid the advance men, and all who could not deliver the goods according to his scale would go elsewhere for work. His shop is always filled with the class of employees he demands and pays for, and no other shop has a more satisfactory product or a better class of trade than his. The whole shop is permeated with tact, fairness and absolute honesty. Of course, it is successful and making money.

A case showing the results of the other extreme is a large printing plant in the neighborhood of a great city. It is in the hands of a receiver. The responsible head came up from the ranks, but he did not earn the money the big plant cost. His business course has been one continual warfare. He moved to get a lower wage scale for the one thousand or more employees. The little city welcomed his big plant. Soon there was a row between him and the city which had granted his concern privileges. The city claimed that he had fooled it. Strikes and labor troubles there were without end. Every expedient except straightforward dealing with the workers was resorted to. He tried to cajole his workers by bonus systems. He rowed with all executive heads of departments. He was easily influenced by flattery. Hot air, his men said, counted more with him than good work. No shop was ever better laid out or better equipped to encourage the maximum of human efficiency, but the humanitarian side of business was an unknown factor to the proprietor. His whole shop was permeated with selfishness, egotism and sly dealing. Of course it went into the hands of a receiver.

No shop can hold loyal workers without a fair wage scale and human treatment of employees. A loyal shop spirit among the workers is the greatest factor in reducing costs. Money and big wages alone will not accomplish it. It takes personality. It takes a strict sense of justice for justice's sake alone. A manager whose guide-posts are only dollars can never equal the efficiency of the manager whose guide-posts are strict fairness and absolute honesty.

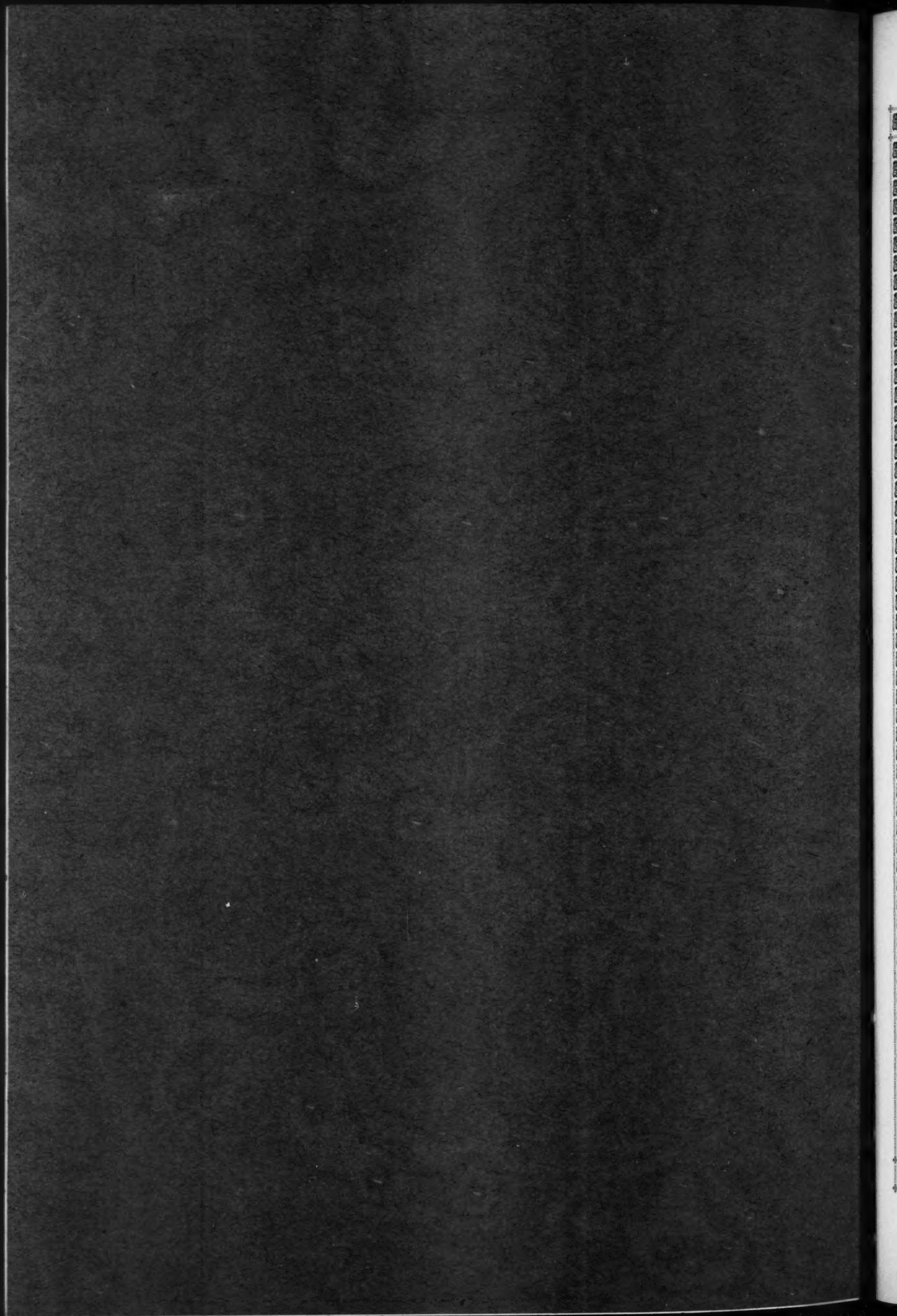
*When I caution you against becoming a miser, I do not therefore advise you to become a prodigal or a spendthrift.—HORACE*



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Reproduced in four colors by the Zeese-Wilkinson Co.  
from an oil painting.

Courtesy of the Butterick Publishing Co., New York City.



## *Soliloquies of the Devil*

By H. F. Lockhart.

The foreman is a high and hustling jay—  
He's got T. Roosevelt beaten to a stop;  
He lays awake at night to find a way  
To keep us other fellers on the hop;  
Then brings a grouch to the composin' room.  
That fills the hull darn place chuck full of gloom.

I gotta do some steppin' when he's cross;  
If he barks once, I just get up and dust!  
There ain't no trouble tellin' who is boss  
When he's around. Gee, but he makes things  
bust!

And then when things go wrong as wrong can be,  
He blames it on the devil, which is me.

From eight o'clock he keeps me on the jump,  
Until he goes at noon to feed his face;  
At one o'clock he's back again, the chump!  
A throwin' orders all around the place.  
I jump again until it's time to quit;  
An' then that guy ain't tired—not a bit.

It ain't no lead-pipe cinch here anyway;  
Sometimes I'd chuck it all for just a cent.  
That bloomin' foreman wouldn't feel so gay  
If he found out some morning I had went.  
He'd have to go and find some other goop  
If Hennery should up and fly the coop.

I s'pose that he's forgot them other days  
When he was devil at a starvin' rate;  
You'd think to see his high and mighty ways  
King George of England was a common  
skate.

I'll bet you if them two should meet some day  
That George would take his crown off, anyway!

Some day, when I am foreman of this shop,  
And this here guy is gone from off the map,  
I'll never work the boys until they drop  
Or jaw the devil if he takes a nap.  
But oh, if that there foreman just could be  
A devil once again, and work for me!

## *Independence on a Hundred Dollars*

By Joseph Samuelson.

**W**HEN John Bangert, forty-two, found himself out of a job, through no fault of his own, instead of reviling fate, he proceeded to take advantage of misfortune. This story tells how he became independent through necessity.

Bangert had been making up forms in the office of a monthly journal and was pretty well satisfied with his lot, when a bailiff came along one day, and, after a whispered conference with the proprietor, nailed a printed paper on the front door of the shop, a proceeding which terminated the career of the publishing firm for all time to come. There was going to be a sale, and anybody who has ever witnessed the liquidation of a printing-office knows what a very little cash will do in the way of acquiring ownership of the type, galleys, stones and supplies colloquially termed "junk" by the printing trade.

After the smoke had cleared away, John bought a couple of loads of the stuff, including two small presses. He had been using the material daily and was familiar with its condition. He bid a hundred

dollars for a large and varied assortment of body type, job fonts and whatever else he thought might come in handy, and his offer was accepted. It was not his intention to become a great printer. He had witnessed the career of several great printers, and did not care about winding up where they did. He didn't even aspire to the dignity of an "employing printer." He believed that he might as well hunt business for himself as hunt for a so-called steady job, and

here was a chance to make himself forever independent of the foreman, the boss and the fluctuations of the labor market.

Bangert had made the final payment on his house and lot some years previously. These were located in an exclusively residential section, eight miles or so from the business center of the city, and were acquired through the simple method of saving a portion of his salary every week. By cutting a series of small windows around the foundation walls, he admitted plenty of light into the cellar from three sides. These walls were smoothed off and cleaned, then painted white. The furnace supplying steam for the house gave plenty



A corner of the composing-room—and the proprietor.

of heat for the office, while the concrete floor provided an excellent platform for the presses and other heavy pieces of equipment. The only drawback seemed to be the thick wooden piers which supported the first-floor joists. These were certainly ugly, and very much in the way. This versatile printer smoothed them off, painted them white, and covered them with specimens of printed matter of as bright colors as he could find. The ugly posts became attractive advertising pedestals.

After the little place was put in order and the motor installed for

the two Gordons, Bangert printed himself some neat cards and went out for business. I think it was the third or fourth day that he gathered up as many orders as he could handle in the following two weeks. These he printed and delivered himself, and got his money. Then he went out after more orders and by degrees had a steady custom, which kept him hard at work in the office, without doing any more soliciting. However, he had one good salesman, a silent one. On the plot in front



The residence of the owner of the \$100 printing-office.  
The office and shop are in the basement.

of the house there is a tree which happens to be out of line with all the other neighboring trees. It leans out invitingly toward the sidewalk. On this was nailed a big sign with the single word "Printing," which can be seen for nearly two city blocks. The same word was lettered on the cellar window, so that there might be no doubt as to what was going on inside.

The neighboring churches, clubs, societies and several physicians send their work to this little office. A local branch of a large city bank gives all its work to this printer, and he seldom loses a customer. The place was started in 1904, and to-day it would inventory for about \$850. Out of this hundred-dollar investment Bangert makes an aver-

age net profit of \$35 a week, which is a good deal more than he got as a journeyman. He lives in his home upstairs, and his only overhead expenses are light and power, both of which are inconsiderable. He is a close student of the problem of cost and method, and, while he has hardly room enough to apply it, he has a considerable fund of useful information on cost accounting. He claims that the interest on his investment takes the form of rent, which he doesn't pay, because he



A view of the pressroom.

owns the house. Taxes? He would have to pay them, anyway, on the residence, and as he swears that the printing-office equipment cost him only a hundred dollars in 1904, how is the tax-gatherer going to assess him more than, say, a dollar and a half on his plant?

Bangert is a frequent attendant at the meetings of the local Ben Franklin Club, and has found it possible to keep his prices up to a level with those of the big offices in the city. Now and then he meets competition in the shape of a cut-rate printer and finds it necessary to go to some trouble to explain his position to a customer. As this printer is a very straightforward man, the customer usually sees the matter in the right light and gives him the order. Bangert's position

is that if he can not make a profit on a job, he does not want it, and as the competitive printer evidently wants the work to make a show of doing business, he would just as soon the customer would give it to the other fellow. The idea of such a small printer turning away work sounds so preposterous to the prospective buyer of printing that he begins to ask questions, with the result that before he knows it he has absorbed a liberal dose of Bangert's logic, and ends by leaving the order.

It is a refreshing thing to see this printer with the backbone, whose whole outfit would be lost in a corner of any one of the big city printing-offices, stiffen up when a cut-price is asked, and declare: "The printer that can do that job for eight dollars needs the work more than the money and needs the money worse than I do. No, sir; I'm not going to let another man make me do printing at a loss."

### *Making the Edition*

By C. W. Govier.

**S**AY, you confounded old slow-poke, didn't I tell you an hour ago that that ad. was going in the noon edition? Now, I'll tell you — if it isn't up by ten minutes of eleven you can put on your coat."

"Mike" McMann, the foreman of the *Daily News*, was angry. Everything had gone wrong in the shop that morning, and all the "boys" of the composing force had carefully avoided him, when that was possible.

All but poor old Bange. "Old Charley," as the "boys" called him, was always more or less unfortunate in getting in the way of the foreman. That was natural. Bange was one of the old-school printers, and with the advent of the typesetting machine came his downfall. He was too old to turn his age-stiffened fingers to the rapid manipulation of their wonderful keyboards, and had to content himself with catching whatever work fell his way in the ad.-alley.

For a long time Charley had held down the position of setting the heads. On this job no especial skill was needed, and the old man got along very well. But the machine ultimately cheated him out of that position also, and hence his relegation to the ad.-alley. Here all was trouble. The younger men, who had learned their trade in machine days, were fast. The artistic finish that printers of Charley's time were so careful to put upon their work was no longer necessary. Speed

— nerve-racking, soul-killing speed — was the only thing that counted in the *News* composing-room.

Charley was through. Every one in the room had known it for a long time, and Charley himself was beginning to recognize that he was too old and slow for the rush of the modern printing-office. Nevertheless, the old fire to “make the edition” was still with him, and he worked feverishly to finish the ad. by press time.

No one but Charley knew the effort he was making to prove worthy of his job. Every nerve was keyed to the highest pitch. If his companions in the workshop had been interested in anything else besides their work, they could have seen that “Old Charley” was shaking — shaking like a man with the ague. And they probably would have remarked that they “could see his finish.”

And Charley could see it, too. As the minutes flew along his nervousness increased. The material he was using in setting up the ad. would fall out of his hands. The rules he was placing in position so carefully would tumble down like a child’s block house. Each time he heard a step behind him, he would nervously jerk his head around, expecting to see McMann glaring at him — the words on the tip of his tongue that would send him out of the printing business forever. For Charley knew that no other concern in the town would want to be burdened with a “has-been” like himself, unless it were a job-printing plant, and that was out of the question, for there even more was demanded of the worker. He was simply a “hang-over” of the old days — and he knew it.

The critical moment for “Old Charley” had arrived. He had no time to spare. He rushed over to the proof press, pulled two proofs of the ad., sent one to the proofreaders’ desk and whirled the other down the office copy chute. He was not a moment too soon. J. L. Thompson, one of the paper’s best advertisers, at that moment entered the room with the business manager. He had tired waiting for his proof and the head of the firm had invited him to have a look through the composing-room while his ad. was being set.

McMann was all attention. Rushing back into the ad.-alley, he roared, savagely, “How is the Thompson proof? Get busy there, Bange, and don’t poke along as if you were working on a weekly.”

Old Charley hustled to the copy chute and hurried back the proof he had sent down. Luckily for him, it hadn’t been taken out, and with a strange look of timidity and fright, blended with a half-exultant stare, he handed it to the foreman.

McMann snatched the proof from his hand without a word. The

men on the machines looked up in surprise as their boss whirled down past the battery of linotypes. It was a new speed for him. With smiling face he handed the proof to the merchant. Then he got the surprise of his life. Thompson, after glancing through the print, remarked to the business manager that it was the best ad. ever turned out for him in the shop.

"Do you know," continued the merchant, "I believe I would like to have the same man set my ad. every day." The business manager was pleased. McMann was surprised again. The remark struck him squarely between the eyes. He wondered if it were all a dream or whether the merchant had "slipped a cog." But the voice of the business manager brought him to his senses. "You'll please see, Mac, that the same man who set Mr. Thompson's ad. to-day continues on the job."

McMann took the corrected proof from the advertiser and, with a bow to both men, carried it back into the ad.-alley, there to be turned over to Bange. The old man was standing with one arm resting on his case, the other firmly grasping his stick. He seemed too worn out to move or pay any attention to McMann, who laid the proof by his side. "Here, Bange, correct up this proof. And I want to see you before you leave the shop to-night. I've some good news for you."

Bange was motionless.

McMann had half turned away, but came back to Bange's side when he saw his wishes were not obeyed. "Did you hear what I said, Bange?"

Again Bange was silent.

McMann was now angry. Stepping over, he grasped Bange by the shoulder, intending to turn him around. As he did so, the man's dead body dropped to the floor.

Almost immediately nearly every one in the shop was standing around McMann and the now lifeless Bange, and wondering what had happened. McMann looked up at the group, and with tears in his eyes, said: "He's gone, boys; the pace was too fast."

#### HASTE.

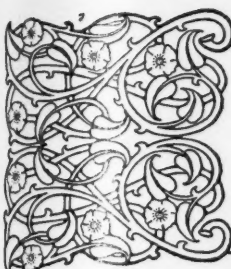
*To-morrow yet would reap to-day,  
As we bear blossoms of the dead;  
Earn well the thrifty months, nor wed  
Raw Haste, half sister to Delay.* — TENNYSON



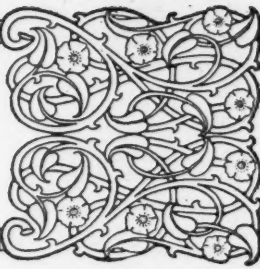
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"BACK IN FIVE MINUTES!"

Drawing by Carl Schmidt, Chicago.



# Editorial



WHEN a country town is casting about for an effective boosting scheme, we would suggest that it secure a good printer—if it hasn't one. The character of printed matter sent out by business men is a pretty safe index to the progressiveness or unprogressiveness of the town from which it emanates.

WHEN in doubt about a question regarding the postal regulations, consult Wilmer Atkinson, editor of the *Farm Journal*, Philadelphia. He has been a faithful monitor of and untiring worker for the interests of the printer and publisher, and withal a patriot and student of the science of government who has ideas and ideals about the proper functions of a postoffice department.

"AN electric eye" is what they call a purported invention by a Russian professor. The details of it are promised a waiting world, but among its reported attributes is that it will enable a manager to sit in any part of the plant and see the employees with more ease than he can now speak to them over the 'phone. He does not have to leave his home in order to see what is going on. This would increase the responsibilities of management, but imagine the horror of knowing one was always under such electrical espionage!

"COST crazy" is an alliteration like "money mad." It may mean much or little. To-day it means very little, because art in printing is not understood. Go into any store where chinaware is for sale. Price the goods offered. You will find that the elaborately ornamented pieces of china or earthenware designed for daily use are comparatively cheap. The severely simple and elegantly fashioned ware will be found much higher priced. Why? Because overornamentation is used to cover the mistakes in form in the first, while the greatest care and precision of line have been necessary to produce the latter. Simplicity in utility is not achieved without years of training. That training costs money. In the fine and elegant design, taste and skill are shown. These cost more money than material. So in print-

ing, the purity and directness of the design has not come by chance; it has been cultivated and developed. It should have its price. Cost systems determine its cost and selling price.

THE newspaper cartoon and the humorist's column are established institutions. The latter is fortunate in obtaining adventitious aid from the unconscious humorists who write the stories of the day's doings. These contributions to the funny column the humorist finds ready-made, and all he has to do is to "put a head" to the selected item, thus:

SAD!

Mr. Whalen when a boy learned his trade in the Montrose Democrat office, where he remained a faithful typo and ad. setter until he made a change, and came to the REPUBLICAN office.—  
*Montrose (Pa.) Republican.*

## Printers of the Present Generation.

Severe criticism of the work of present-day journeyman printers is frequently made by old-timers in the business. It is not an easy task to find a compositor over fifty years of age who is not ready to declare that the younger generation of craftsmen are unworthy the name of printer. The persistency of the charge entitles it to some consideration.

Not long since, a writer in the *Publishers' Guide* bluntly stated, in effect, that competent compositors were now known only in history; that the wretched work of latter-day printers is a desecration of the noble art, and that there is no comparison between the capabilities of compositors of twenty and thirty years ago and those who have come into the business in the past decade.

THE INLAND PRINTER, of course, can not agree with the severity of the criticism. While there is some unwelcome truth in the charge, there is no ground for such a sweeping statement. No doubt the mechanical revolution in printing plants during the past fifteen years has largely done away with the all-around printer. But men trained as specialists have become more expert in their particular work than was the old-timer. And while the printer's art in earlier times consisted chiefly in plain typesetting, in this day it has developed

until it is almost beyond reason to expect one man to keep up with its various specialties and processes. More and more attention has been paid to typographical effect, which has resulted in developing men along artistic and mechanical lines, to the partial exclusion, we regret to say, of that knowledge which was the all-important essential in the old-time printer: a thorough understanding of our language.

Let us frankly admit that the editor-printer is less in evidence than formerly. The younger printer's education in the use of good English, in punctuation, and even in spelling, has been sadly neglected, and when his work from this viewpoint is compared with that of the typesetter of twenty-five years ago, there is little room to doubt that some of the severe criticism is deserved.

But this is only a temporary setback, brought about largely by a misconception of printing-office managers since the introduction of typesetting machinery. When a general change from piece work to a flat-time basis was made, these managers were seized with the idea that better profits could be made by ignoring the carelessness of compositors. Every mark meant additional work for the proofreader, additional work for the compositor, additional work for the bank-man, additional work for the reviser, and the possible chance of a more serious error in correcting the original. Instead of adjusting prices to meet the cost of producing correct composition on the machine, composition was adjusted to meet the prevailing prices. This of course was an absurd position, and has had a tendency not only to cheapen composition and demoralize the proofreader and compositor, but has created a general disregard among readers for good English, correct spelling and careful punctuation.

Observing craftsmen, however, have noted that a reaction has set in, and that the unprofessional spirit which apparently held us in its grip during and immediately after the introduction of high-priced typesetting machinery has been broken, and we are slowly but none the less surely eliminating the weakness which came out of the revolution of mechanical methods in the composing-room.

#### Second-class Postal Rates.

Among the happenings at the national capital in which the fraternity will be vitally interested is the perennial departmental effort to change second-class postal rates.

Probably the primary cause of the difference between postal officials and a most important element with whom they come in contact is the desire to make the postoffice pay. Why the public-service function that serves all the people and

comes in close contact with them should be regarded as a commercial venture is not quite clear. In the opinion of many, the chief purpose of the postoffice is to serve the people.

It is within the memory of the middle-aged when subscribers paid postage on their weekly papers and monthly magazines. For the purpose of promoting education by disseminating literature, a special rate was made. This is known as the second-class rate, because it was understood the service should be second-class, the publisher delivering the mail in assorted shape, and first-class mail taking precedence in handling at the postoffice.

For about a decade the authorities have been pleased to call this rate a "privilege" accorded publishers. It has been blamed for the deficit, and various postmasters-general have deemed it their duty to curtail the so-called "privilege." Some of these moves have been vexatious, while others have proved ruinous to thousands of publications. Naturally these edicts provoked controversy and opposition. These in turn led to the appointment of commissions of inquiry by almost every Congress.

Last year the President appointed a commission under the chairmanship of Justice Hughes to deal especially with second-class rates. That body now reports a bill that includes many restrictions which publishers regard as inimical. It doubles the rate, though Postmaster-General Hitchcock urged that it be quadrupled. Then come other provisions that, if adopted, will create havoc with publishers and their methods. A publication can not contain more than fifty per cent of fiction or an equal amount of advertising. Nowadays all but a few publications secure subscriptions by premiums or clubbing offers. These devices are prohibited by the proposed law. Such radical changes disturb the publishing world, but it is even more disturbed when contemplating the decisions and rulings that will be predicated on what constitutes "advertising," "fiction," "premiums," for be it known to the uninitiated that, while the executive branches of our Government do not make laws, they are adepts at making constructions, and in the case of the Postoffice Department, at least, there is no relief to be found in the courts.

It is not denied that the tendency of the proposed law would be to lessen the number of publications. This affects the material interests of all connected with the printing business, and if they do not protect those interests, Congress and the public will inevitably follow the lead of the experts, who in this instance are the officials and members of the special commission.

Lack of unity and harmony among those interested in printing and publishing is directly responsible for the confusion in the public mind and the prolongation of this controversy. There is much protestation and much talk, but little cohesiveness among the publishers. If, for instance, the daily press, the religious press or the agricultural press is not affected by a ruling, it loses interest, becomes lukewarm or even supports the ruling, no matter how outrageous it may be, from the standpoint of abstract principle. Profession to the contrary, each group of publishers seems to be in the agitation for its particular advantage. With the exception of country weeklies, all publications are affected by the present proposals, and if their protests are to prove conclusively effective there must be unity of action.

Undoubtedly the Government has in mind an increase of revenue as a prelude to establishing one-cent letter postage, which is supposed to be a popular move. In order to meet that condition, those interested in second-class rates will be compelled to broaden the basis of their pleas. They will have to go over the heads of the Government and appeal to the people. Then it will be necessary to discuss the functions of the postoffice from the broadest possible point of view, and show that these proposals are in the main not really an issue between the publisher and postal authorities, but a question between the public and its servants. An appeal to the highest court on that plane would win.

Meantime those involved are resting easily in the belief that a Democratic House of Representatives will not pass such a drastic measure as proposed by Justice Hughes' commission. Few of our American readers but are affected by second-class rates, and all should keep their ears to the ground, for there may be rumblings from Washington way at any time.

#### The Printer and Ad.-writing.

THE INLAND PRINTER has unbounded confidence in the ability of graphic-arts men. Their environment and training are such that it is especially true of them that they can do anything they want to do. All of them have performed some knowledge of the mechanical details of advertising, and many, particularly compositors, have proved successful as ad.-writers. This expression does not apply exclusively to "professional" ad.-men, but it includes the army of printers who give customers the advantage of their knowledge as part of the service that goes with "printing."

Of these not a few have forged their way to the forefront in the professional ranks, and here and there we find a printing-office that is a leader in

the development of advertising, while hundreds on hundreds have built flourishing businesses on a smaller scale through advertising service.

What has been accomplished is proof that there is much latent talent among the craftsmen who are now working as journeymen and proprietors who are simply "following copy."

Many of these are masters of advertising typography, but they hesitate to give advice or write an advertisement because they are not grounded in the principles of advertising.

In pursuit of its policy of giving good service, THE INLAND PRINTER has from time to time in various ways tried to stimulate this advertising sense. We have had the gratification of knowing that our efforts in that direction have been successful in many cases. The country printer, the "small" job-man and the big printer with a worldwide reputation have told us so.

We are now in a position to do more toward craft development along these lines than ever before. Commencing with this issue we have arranged for a series of articles, that are really lessons in advertising, by Dan E. Paris, who was connected with the development of the most popular advertising correspondence course and is now among the foremost advertising men of the country.

This course is being launched by the Massachusetts School of Advertising and will be given by correspondence.

We have made arrangements for a limited number of scholarships which we will sell to any yearly subscriber for \$5. This is not a mere catch-penny premium proposition—it is open to regular subscribers as well as new ones.

What the purchaser buys are answers to inquiries arising from the articles or lessons appearing in these columns. The correspondence will receive the personal attention of Mr. Paris, whose life-long gospel has been service and more service.

We feel that this is one of the most valuable opportunities we have yet been able to offer our friends and patrons, as there are few who would not be greatly benefited by taking advantage of it.

The price is the result of economic cooperation and cutting out the frills. Usually correspondence schools maintain departments for securing positions and issue diplomas. We make no pretense to do either. We are also well equipped to advertise this venture at the minimum of expense. Furthermore, we anticipate using a comparatively large number of scholarships, and so get the advantage of wholesale rates. These and other economies make it possible to present this opportunity for a high-class training in ad.-writing at a price that is practically negligible.

# *A Study Course in Advertising*

LESSON 1.—BY DAN E. PARIS.

**A**DVERTISING is in its infancy, and every year brings an increased demand for trained advertising men. At the same time it is becoming harder for untrained men to break into the field. Merchants are realizing more and more every day the necessity for organized knowledge on the subject. This country is essentially a nation of business men, and advertising is so vital a part of business that a complete understanding of its principles is now a most important phase of every successful business man's education.

It is difficult if not impossible to formulate a definition of advertising that will carry a comprehensive idea of its many functions. To call it "Salesmanship in Print" con-

vertising is intended to bring the order by mail direct to the advertiser himself without the assistance of the local dealer.

Local advertising may also be subdivided into two classes, but the distinction here is drawn a little finer and the student may not grasp its full significance until later in the course. The subdivisions are, general and bargain. General local advertising is that used to keep the merchant's name and goods before the people in a general way, and does not completely focus the reader's attention on specially priced goods. Bargain local advertising is used to sell specially priced goods in a limited period of time.

General local advertising may be devoted to one particular article and may quote prices, but so long as it remains a part of the merchant's regular scheme of adver-

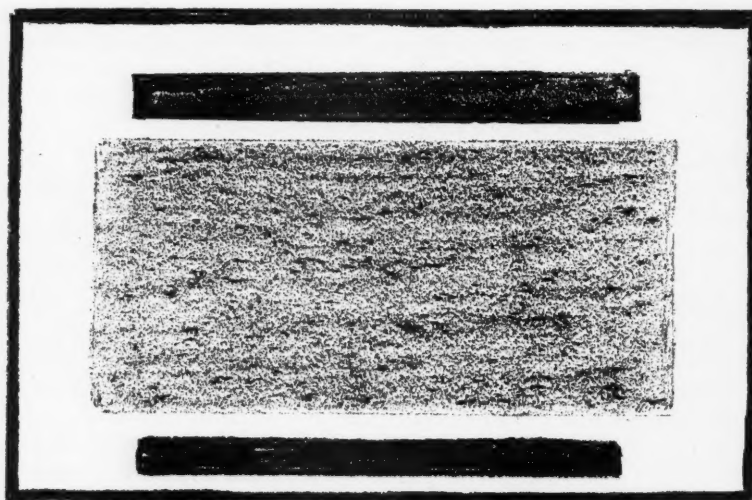


FIG. 8.—A preliminary sketch, or "layout," indicating tone values.

veys the ultimate thought, for all successful advertising must sooner or later mean goods sold. In its immediate effect, however, advertising is used to establish trademarks, to build store-prestige, to stifle competition, to accomplish many similar things. It is, therefore, of great importance to know just what is desired of an advertisement before anything is done toward its preparation.

All advertising may be divided into two general classes, national and local. *National advertising* is that appearing in mediums of national circulation, and is designed to influence an unlimited area. *Local advertising* is that appearing only in mediums of restricted circulation and is designed to influence only a limited territory.

National advertising may be subdivided into two classes, general and mail order. General national advertising is intended to popularize the article and influence people to purchase it of their local dealer. Mail-order national

tising it remains in the general class. Bargain advertising is almost wholly confined to department stores, or special fire, removal, and similar sales.

It is safe to say that in any city in this country an investigation of the methods of the merchants there will bear out the statement that those doing the largest amount of business and enjoying a liberal share of popularity are those who advertise consistently and well. On the other hand, those merchants who have not advanced with the times in the matter of advertising are working under the handicap of slow-moving stocks, and are doing business largely with old customers. Their business must steadily decline, because the younger element and the progressive, alert men and women are being won by the merchants whose modern methods and stock make an appeal to this class of people.

Advertising should be a part of the general policy of a

modern business and should not be considered apart — as something to be done because the other fellow does it — as an expense or a “necessary evil.” Advertising properly handled is not an expense. Take the instance of a merchant tailor who was making ten suits a week, upon which he averaged a net profit of \$5 a suit. He became interested

ours in particular. News, special articles, pictures, and other advertisements claim his attention.

Nearly all advertisements are printed in one color of ink — black — and this limits the variations of our tone effects to varying degrees of light and shade. The extreme light is secured by blank space; the extreme dark, by the heavy black display type; the medium tones, by the lighter faced type used for the body or text of advertisement.

The use of borders is generally recommended, for they bind the advertisement together, and, moreover, serve to set it out from the matter surrounding it on the page. What is called brass rule, which gives the plain, unbroken effect shown in the border in Fig. 1, is in most common use, in different widths and with square and round corners. There are also many pleasing effects to be found in designed borders. In planning the tone effect of the advertisement, the border must be taken into consideration, running from the dark of the brass rule to the lighter tones of the designed borders.

The Library Bureau advertisement (Fig. 1) is well balanced in tone effect, and the peculiar arrangement of white space, or margin as it should be called, makes it prominent on the newspaper page and insures its being read by the greatest number of people, because the general appearance of the advertisement is open and inviting to the eye. The extreme black of the border contrasts with the white and makes both stronger.

The advertisement of Theodore A. Kohn & Son (Fig. 2) is in excellent taste, except for one glaring fault: the size of the firm's name and address is much too large for the space occupied. It breaks the marginal effect in the lower portion, and at once robs the advertisement of that eye-compelling balance and symmetry which can always be secured by the careful arrangement of light and shade. How much stronger this lower display would have been, reduced to a measure slightly narrower than that in which the text of the advertisement was set!

In further consideration of this advertisement it should be said that the border is quite in keeping with the class of goods advertised. For jewelry, fine china, objects of art —

**Do you transfer your correspondence at the end of the year? A few minutes devoted now to a study of the latest methods may save hours or even days later on. Library Bureau Transfer Files and Systems meet the requirements of widely different needs. Our specialists will tell you the most economical kind for your use.**

**Library Bureau**  
316 Broadway

FIG. 1.—An example of local general advertising. Note the effective use of the margin.

in advertising through one of the local advertising men in his city, and decided to spend \$2 a suit out of his profits for a carefully laid out plan. At the end of a year he found that he was making an average of twenty-five suits a week, and had reduced his advertising expenditure to the rate of \$1 a suit. He was thus making \$100 a week, or just double his profits of the year before. He did raise the price of his garments to his customers — in fact, if anything, he was in a position to offer them a better service because he bought his materials in much larger quantities and was naturally able to secure better terms and carry greater assortments.

It will be understood that results could not be so clearly defined where the business was larger and more complex, but the principle is the same. Advertising properly done is not an expense, but one of the cheapest forms of selling known to the business world. Against this it is only fair to say that advertising poorly done is very likely to become an expense, and a most unsatisfactory one at that.

#### DISPLAY.

A good advertisement will do three things. It will attract attention, arouse interest, and create desire to the buying point. It will readily be seen that to accomplish the latter two, it must accomplish the first. So then, if not our principal consideration, surely our first one is to make the advertisement seen, and to do this we must understand the principles of display. The reader whose attention we want is looking over the paper or magazine, not to read advertisements especially, and very certainly not to read

in fact, in all articles appealing to the finer senses — the border, as well as the general tone of the advertisement, should reflect the nature of the article. And just as grace, beauty and refinement should be suggested in the cases just shown, so should strength and reliability be denoted in bank and investment advertising. As far as possible the appear-

**GRAPE JEWELRY**

**G**RAPES and grape leaves appealed to the artists of a century ago as a pleasing theme for decorative purposes. They are an important feature of some of our recent designs. Admirers of artistic jewelry are cordially invited to visit our store.

*Theodore A. Kohn & Son*  
**JEWELLERS 321 Fifth Avenue**  
at 32nd Street

FIG. 2.—Another example of local general advertising. See text-matter for comment on this advertisement.

ance of the advertisement should be designed to suggest the predominating attributes of that which is being sold. It will manifestly be impossible to vary every advertisement, but once this general principle is firmly grasped the student will not go far amiss.

The advertisement of Theodore B. Starr, Incorporated (Fig. 3), shows a much better balance than we found in Fig. 2, and the border is also in keeping with the goods advertised. It will be seen that in these three advertise-

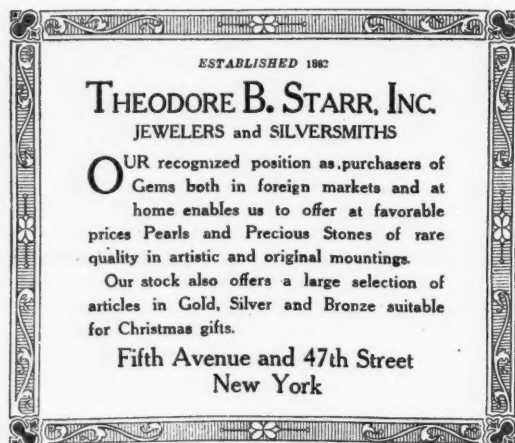


FIG. 3.—Here the advertiser has used his firm name for a heading. Except in large department-store advertisements this is not a good policy.

ments the arrangement of light and shade has been made so as to give unity and consistency to the effect as a whole.

While the border must not be considered apart, still its special province is to separate the advertisement from the other matter around it; the special work of the margin is to strengthen the displayed lines and separate the text from the border. The displayed lines are mainly used to attract the eye and arouse the first interest, while the text of advertisement is depended upon to tell the story of the goods and further strengthen desire to the buying point. Aim to keep in mind these functions as far as possible. Test each part of the advertisement to see that it does its share of the work and, what is just as important, does not interfere with any other part doing its work.

Before sending an advertisement to a publication or the printer it is always best to take a soft pencil with a thick lead and make a rough-tone sketch, as shown in Fig. 8. The very black lines represent the deep shades of the display lines and borders — providing a heavy border is used; and lighter portions represent the lighter tones of the text-matter. By carefully following what has been said here of display the student should shortly find himself master of what is very often the stumbling-block to the beginner, the proper typographical balance of the advertisement.

#### THE HEADING.

While the "copy" or text-matter is often called the soul of the advertisement, the heading or display is the connecting link between it and the public. If the public is not attracted by the heading, the chances are against its reading anything that follows. Therefore the function of the heading is to attract attention; but this must be done in a way that will interest the reader in the goods to be sold. The greatest fault with the ordinary heading to-day is that if it arouses curiosity at all it is idle curiosity. A good

heading will always bring to the mind of the person reading it some laudable reasons for going further into the advertisement. For example, in Fig. 6 the heading, "Are You Going," does not make any concrete suggestion, and no one would read further excepting from idle curiosity. In Fig. 7 the heading, "Save Money on Your Winter Coal," at once visualizes a complete thought, and no coal-buyer will resist the temptation to read on and learn how he can save on his coal bill.

Good newspaper-headline writers are in great demand if they have the ability to put the gist of news into a few well-chosen words, short, snappy and to the point. The student will find it good practice to study the headings in his newspaper, endeavoring to improve them whenever he sees a chance. There is a marked similarity between the heading of the news-column and the heading of the advertisement. Both, to be successful, must gain attention and must give a very good idea of what is to follow.

Headings may be divided into three classes: the direct command, the question, and the descriptive.

The direct command is what its name implies, a command, as: "Buy Now and Save Money," "Make This a Silver Christmas," etc. Properly used this form of heading is probably the strongest of the three, though it can be easily overdone. It is not difficult to rub against the reader's "contrary streak" unless the command is handled very

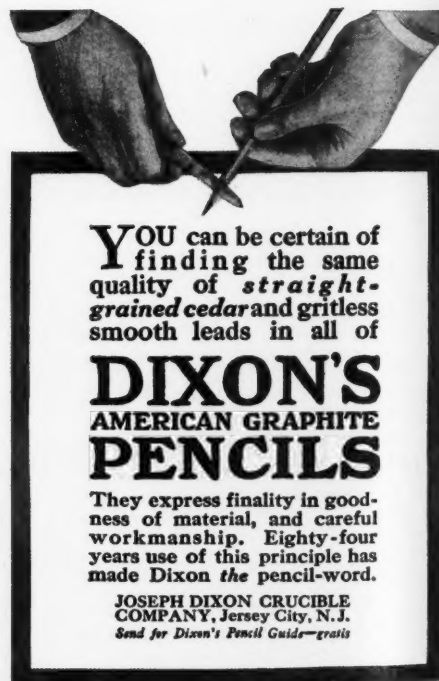


FIG. 4.—A very interesting example of national general-store advertising. Here the reader is supposed to buy the pencils from his local dealer. Note the border and margin effect.

tactfully, and it is much better to make your error on the safe side rather than run the risk of offending. It is generally understood that this form of heading is the most dangerous in the hands of the novice, but all trouble can be avoided by this simple little test—never use a command for a heading that you would not feel quite willing to speak to a customer across the counter.

The question heading is the interrogative form of the command, as: "Why Not Make This a Silver Christmas?" "Do You Want an Accurate Watch?" etc. It can often be

## Save Money on Feed

Grind the corn and cob and your stock will surely produce more meat and milk. Nutrition alone is not enough—you must feed bulk also. Put your grain through a

### New Holland Feed Mill

and your stock will obtain much extra feed value—this fattens hogs and steers quickly and ensures more milk in the pail. New Holland Feed Mill can be adjusted to grind coarse or fine. It is easy to operate—prices are extra low this year to induce big sales. "The Right Way to Feed Grain" is a booklet every farmer needs—it's free. These are the best and lowest priced feed mills on the market; so write today.



NEW HOLLAND MACHINE CO.  
Box 48, New Holland, Pa.

FIG. 5.—An example of national mail-order advertising. The reader is asked to deal directly with the advertiser. Note the heading, which indicates at a glance the contents of the advertisement.

used to modify the harshness of a command, and though it is the least used, there are many times when it can be brought in with great effectiveness.

The descriptive heading must either name that which is advertised, or make some statement intimately connected with it, or convey some idea reasonably certain to attract the favorable attention of those to whom the advertisement is written.

This last definition should be very carefully studied. It may be a little perplexing at first to understand all that it involves, but it will be worth while to give it considerable thought.

It may be well to say here that the object of this course is to teach the student advertising step by step, and give

## Are You Going

to take advantage of the opportunity to save by buying your coal at summer prices? This method is economical, and, too, you will find satisfaction in the fact

FIG. 6.

him tests to prove his work as he advances. This will not only insure his grasping the principles, but it will prove to himself that he has grasped them. It will give him confidence—which is, perhaps, the most valuable asset a man can have in any field of endeavor.

The test for a heading is: Can you answer for it in the affirmative to either of these two questions: 1. Does it mention the name of that which is advertised? 2. Does it

express to the reader a thought intimately connected with that which is advertised, or its use, or with what will result from its use? Let us test the heading in Fig. 6, "Are You Going." It does not convey the slightest impression of coal, or the use of coal, or the comfort of heat, or the satisfaction of buying coal cheaply, and, therefore, it is not a good heading. Test the heading in Fig. 7, "Save Money on Your Winter Coal." This not only names that which is advertised, but it also expresses a thought in connection with it.

#### QUESTIONS.

1. Into what two general classes may advertising be divided? (b) What are the subdivisions of these classes?
2. Clip from a newspaper or a magazine examples of each subdivision of the two general classes.
3. Why is display important?
4. What tone effects may be secured in one-color advertisement?
5. Clip from a newspaper three advertisements that

## Save Money on Your Winter Coal

Buy now at summer prices and get the benefit of the material saving offered. And you will enjoy the knowledge that

FIG. 7.

you think are well displayed, and three that you think are poorly displayed, and give your reasons in each case.

6. With a soft pencil, draw two sketches for tone effects showing your idea of proper display.

7. What is the junction of the heading?

8. What are the three classes under which all headings should come?

9. Clip from a newspaper four advertisements with good headings, and four with poor headings, giving your reasons for the selection of the poor headlines.

10. Rewrite and improve headings selected in answer to question 9.

NOTE.—Whether or not you decide to enroll with the Massachusetts School of Advertising for correction of your work and supplementary instruction, you will miss much of the benefit of this course if you do not put your answers to the questions on paper. The very act of writing them will stamp them more firmly upon your memory, and will force you to bring your ideas into a far more definite shape than by trying to answer the question mentally.

#### AN INGENIOUS ENVELOPE.

Two house decorators of Cardiff [England] have applied for a patent for an ingenious envelope, which, it is claimed, can not be steamed open without detection. The envelope has rows of perforations on the gummed part of the flap, which is further provided with serrated edges, the idea being that in steaming and forcing the flap the perforation will be destroyed in such a manner that it can not be placed back without detection.—*Stationery World*.

CIVILIZATION is cōordinated individualism; and cōordination is simply helping yourself by the policy of helping others.—*The Fra*.

# Artificial Illumination of Print Shops

BY ROSCOE SCOTT,

Illuminating engineer, with National Electric Lamp Association.

## PART I.

### PRINTING IN COLORS.

**I**N addressing an audience of printers through the columns of their trade-paper, an illuminating engineer is justified in feeling that his remarks will be more fully appreciated than they would be were he to address a representative group of printers *en masse*. In the latter case there would be a personal communication and adjustment between the speaker and his hearers, to be sure, which can only exist where men see "eye to eye"; but, to offset this, there might be some in the audience who considered themselves so thoroughly informed on the particular subject that no amount of talking could benefit them; there would probably be at least one man to whom "printing is printing," and who could not for the life of him see why a busy printer should bother his head about lighting; there would be others — hard-working superintendents and foremen — who were really desirous of having their shops well lighted, but who were so overlaid with rush jobs and shop routine that they had not a minute to devote to putting their lighting theories into practice; and finally the most earnest seekers after information would in time forget practically all of the spoken utterances, having no visible record for reference. The man who reads an article in his trade-paper, however, is an ideal listener, and accordingly I may consider that I am addressing a picked body of printers, all of whom are conscious of the benefits to be gained by studying the illumination requirements of print-shops, and all of whom are in a position to make practical application of such a study.

In these articles we shall confine our attention to shops in which electricity is the illuminant. These will include the majority of modern establishments, since for several reasons electricity receives preference, under average conditions, over its competitors. Merely to mention a few of these reasons, there is the comparatively low cost of electric energy in most shops, owing to its use on a large scale for motor drives and miscellaneous purposes. The greater the consumption of electric current, as a rule, the lower is the rate charged per unit — that is, the charges are often based on a "sliding scale." In a Pittsburgh newspaper plant recently constructed the matrix-driers are electrically heated, with a considerable saving of time. Then the heat and inconvenience of gaseous illuminants militate in favor of electricity, as does the hazard created by the presence of unnecessary flames, in places where benzine and other inflammable liquids are present. Any opposing considerations in special cases must be very strong to outweigh those favoring the use of electric light.

From an illuminating standpoint, the operations performed in a printing establishment fall under two broad headings: work that requires careful color discrimination, and work that does not. We may consider these in order, taking up first the lighting problems of printing in colors.

Why is it that daylight, as distinguished from all artificial lights now in general commercial use, is so much better adapted for the matching and comparison of colors? Why is it, for example, that two blues of noticeably different hue in daylight may appear practically identical when viewed by lamplight? Or that a press proof may appear to be an exact match for the engraver's color proof, if pulled at night, while daylight gives it the lie? These phenomena can be explained only by the fact that the color of the artificial light differs in quality from daylight. Color, to the physicist, is merely a matter of wave-lengths, and he can take a beam of light, break it up into its component wave-lengths by passing it through a prism, analyze it by spectrophotometric methods, and finally plot his results on paper as a curve that will be a mathematically exact definition of the color make-up of that particular beam of light (within the limits of experimental error, usually very small).

Physicists have plotted in this way a curve that puts on record definitely the color make-up of "average daylight" as determined by many observers; and "average daylight" is the true white light that we like to have at our disposal when we are critically examining a color proof. It has been defined as the average color of clear, noon summer

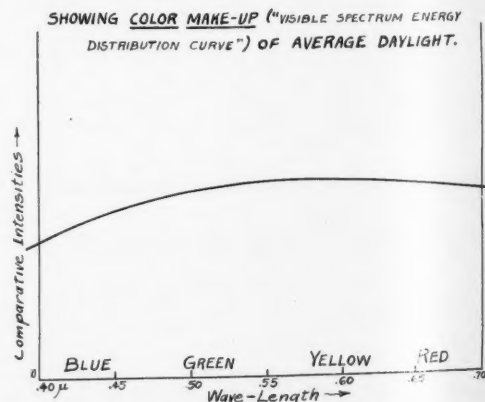


FIG. 1.— The color quality of any light can be defined by a curve, as shown above.

sunlight in temperate latitudes. The curve defining this white light is shown, as a matter of interest, in Fig. 1. It can not be too strongly emphasized that this curve represents, not some rule-of-thumb test of color, but an exact method of testing and defining the color quality of light, independent of eccentricities of the human eye.

Any light that has the same, or to a sufficiently close approximation the same, color make-up as average daylight, providing of course it is not too expensive to operate, will

be a practical light for the printer to mix his inks by. Obviously the aim of the manufacturer or inventor who would evolve a lamp or lighting system for this service must be to perfect such an illuminant that its light, when analyzed by the physicist, will exhibit a color make-up curve very closely approximating that of average daylight, as shown in Fig. 1. If we can reproduce this curve com-

printer, who is ever looking ahead for means to increase the usefulness and size of his night shifts, will be most interested. Knowledge of such illuminants should also be possessed by the managers, superintendents and employees of establishments specializing in fine color-printing, and by the publishers of the big national weeklies, fortnightlies and monthlies, who have dreamed, perhaps, but never actually had hopes, of being able to operate successfully a night shift on colorwork, thus reducing the cost of production without sacrificing the quality on which every first-class printer prides himself. Thanks to the progress of invention, these dreams may in the near future come true in commercial practice. Let us consider broadly some of the lights that give the closest approach to daylight-color value.

1. The "intensified arc" lamp is a specially designed enclosed arc with carbon pencils smaller in diameter than those ordinarily employed. As the carbons are so thin, they are heated to an exceptionally high temperature, and the resultant light is nearly white, although not quite so rich in the blue as to be the equivalent of average daylight.

2. An even more satisfactory light from the color standpoint is that given by the Moore carbon dioxide tube, a glass tube many feet long, from which the air has been exhausted and replaced by carbon dioxide gas at very low pressure, this gas becoming luminous and emitting a white light when electricity is discharged through it at high tension. Small Moore tubes are commercially obtainable in the form of "daylight windows" (see Fig. 2) specially designed for the inspection of colored samples or proofs. Even the light of the Moore carbon dioxide tube, however, is only a fair approximation to daylight as regards color, being disproportionately rich in the blue end of the spectrum. What we need, in fact, is a sort of "happy medium" between the intensified arc and the Moore tube.

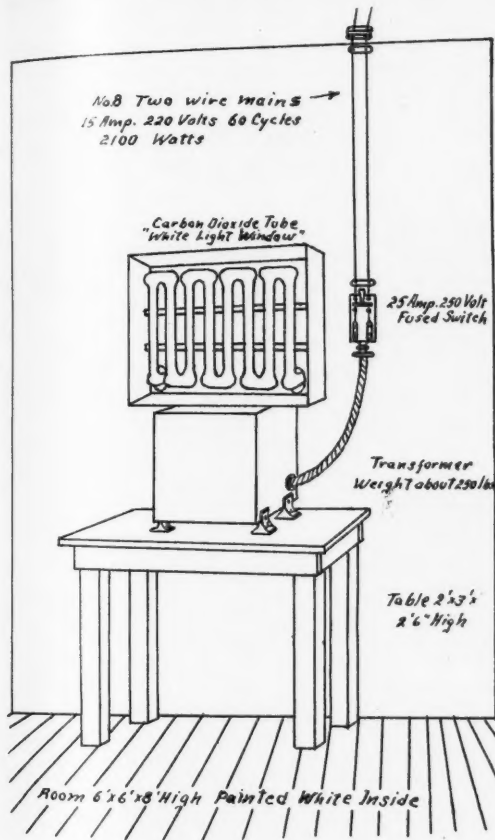


FIG. 2.—Showing the manner in which the Moore carbon dioxide tube is installed for color-matching.

mercially, we can manufacture light of daylight color. All colors when seen by this artificial light will then appear the same as if they were illuminated with equal brightness by daylight itself. The manufactured light will have all the properties of daylight, so far as color is concerned.

It may be stated that this is a very old problem, yet an exact commercial duplication of daylight has never been made. It is not even a "lost art." None of the common forms of electric arc, incandescent or gas lamps conforms by a "long chalk" to the ideal white light as above defined, and this is very readily realized when we see them burning in the daytime, and contrast the yellowish or bluish color of their light with the clear white of the sun's rays. For the most part, the color make-up curves of these lamps, if plotted, would show too high an intensity at the red, and too low an intensity at the blue end of the spectrum, although certain types of arcs would show up very strongly in the green. There are, however, two or three commercial forms of illuminant now on the market that show very fairly close agreement with the daylight curve, and there are others, still in the experimental stage, that show far closer agreement. It is in these illuminants that the big commercial

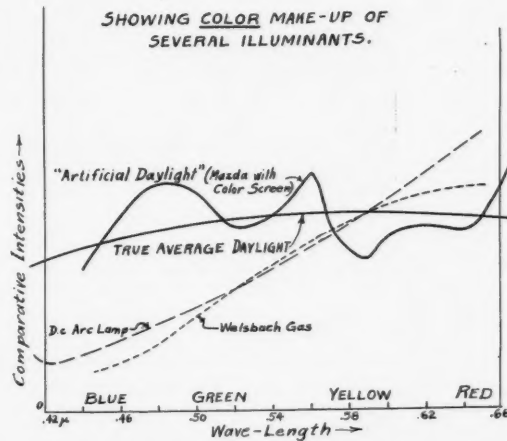


FIG. 3.—The crooked curve (artificial daylight) is that given by the "daylight window," shown in Fig. 4.

3. In the physical-research laboratory of the National Electric Lamp Association, of Cleveland, it has been found possible, by letting the light from a Mazda incandescent lamp pass through a specially prepared "color screen" made of colored glasses and one or more organic dyes, to produce a light which, so far as color is concerned, is a practical duplication of average daylight. The screen cuts off the excess of red, orange and yellow rays. The light appears white, and causes all colored objects to assume their daylight appearance—the ultimate test of its commercial suitability. Fig. 3 shows the curve giving the

color make-up of this "artificial daylight," and, as will be noted, it hugs the curve for real daylight, crossing and recrossing the latter at five different points. This discovery is the culmination of several years of research by prominent scientists on the quality of light.

As the necessary instruments for making an accurate color analysis of light, and the knowledge of how properly to interpret the results thus obtained, are found only in well-equipped physical-research laboratories, the experienced physicist is the only man who can tell us with assurance what lights most nearly resemble daylight.

4. In the laboratory just mentioned an experimental "daylight window" has been constructed, consisting of a tin box, 16 by 12 by 20 inches, holding six 60-watt bowl-frosted Mazda lamps. The bottom of the box (16 by 20

that \$175 is by no means an excessive investment to make in a color-matching light, if that light really possesses daylight-color quality. A prominent Cleveland expert on three-color printing recently said to the writer, "I believe that the more progressive firms in this business are only awaiting the perfection of 'artificial daylight' to have much of their work done at night, as is the practice in nearly every other large industry. While no sane color printer at the present time will operate a night shift on important jobs, we all realize what it would mean if we could do so, especially on stormy days and on the short winter afternoons, when it sometimes gets too dark for color-matching by 3:30 or 4 P.M."

Other experimenters are working on a bluish "dip" or coating which may be applied to Mazda lamp bulbs, the



FIG. 4.—This shows a tentative modification of the laboratory daylight window herein described, using Mazda lamps with a color screen, which give a practical reproduction of daylight color quality. In the illustration a color proof is being examined by this light in a dark room.

inches) consists of the translucent color screen, which is roughed in order to diffuse the light. The whole box rests upon legs 15 inches high. The colored samples to be examined are placed underneath, where they are strongly illuminated with a steady downward light that reveals every hue and tint in its daylight appearance. Such windows, representing the utmost that has been accomplished to date in simulating sunlight, are not as yet obtainable commercially so far as the writer is aware, but some commercial modification thereof (see Fig. 4), employing incandescent lamps with a scientifically designed color screen, will undoubtedly be available before long. Windows of this type possess the advantages of low cost and quick replaceability of parts in comparison with those of the carbon dioxide tube type, besides being more reliable from the color standpoint and consuming less current.

The carbon dioxide tube "white-light windows" cost in the neighborhood of \$175 each, while the incandescent "daylight windows" will probably be put on the market at but a fraction of that figure. One must admit, however,

purpose being so to modify the color of the light that it may be used for all purposes of color comparison. Promising work is being done, and it is quite likely that in the near future a permanent, nonsoluble, abrasion-withstanding dip may be evolved, thus enabling the printer to illuminate his color proofs at night with "daylight" incandescent lamps, with perfect certainty that the colored runs will look the same at noon on the morrow as they do when inspected at midnight, even if so critical a person as the customer is invited to be judge.

The situation as regards the illumination of color jobs may be summarized as follows:

1. When possible all color matching and inspection should be done in the daytime, preferably near large unobstructed north windows. The direct light of the sun when it is low in the sky should be avoided, as it has a reddish tinge.

2. If it is at times absolutely necessary to do important colorwork at night, the intensified arc or the Moore carbon dioxide tube may be used; but in deciding whether or

not it is worth while to invest in such expensive equipment it should be borne in mind that these give by no means the closest approximation to daylight color that can now be obtained artificially in the laboratory.

3. Color-jobs, if simple and not of a too delicate nature (blues are particularly trying), may be done at night by the light of regular commercial Mazda incandescent lamps, assuming that these are used to illuminate the shop. Their light is more nearly white than that of any other form of incandescent electric lamp. So far as color is concerned—leaving out of account all considerations of cost, safety, convenience, steadiness, etc.—gas-mantle lamps and electric arc lamps may also be used for these nonexact color-jobs.

4. As above hinted, the time is probably not far off when Mazda lamps can be commercially obtained with some device such as a "window" with color screen, or a dip, enabling them to be used successfully for the most difficult printing in colors, and this should mark a new era in the art. It is not to be expected, nor is it necessary, that the "artificial daylight" should be generated at such high efficiency that its use will be economical for the complete illumination of large rooms; the lighting of inspection tables or small "daylight rooms" is all that is contemplated along this line at present, and certainly represents a great advance over present practice.

(To be continued.)

#### "B. L. T." PICKUPS.

KICKED IT OVER.

Mr. Speaker Champ Clark, on account of his vote for the \$75,000,000 a year pension grab, has put himself beyond the pail of presidential possibilities.—*Winchester (Tenn.) Herald*.

TRY SOME MORE OF THE PUNCH.

The Elks held their annual New Year's reception and ball yesterday at their hall. The big Elk head was covered with purple electric lights, and these were red and green.—*Mason City Times*.

WE FELL FOR THIS.

Ah, that I were only subtle!

For my verses then you'd fall.

Can't you tumble to my writing?

W. t. h. and d. i. all!

— D. W.

COOL AND COLLECTED.

Mrs. Marquiss' dress was of white embroidered net with trimmings of cluny lace over white silk. Mr. Marquiss wore his usual smile.—*Platt County Republican*.

"PARTING IS SUCH SWEET SORROW."

A reception was held later, and as Governor Wilson spoke words of farewell to those with whom he had come into daily contact during the last four years he was seen many times to wipe away tears. Both Governor and Mrs. Wilson were much affected, and said it was one of the happiest events of their lives.—*Louisville Herald*.

WHAT'S THE IDEA?

Wanted—Clerk; pawnbroker; good, reliable man; no clothing.—*W. G. N.*

THE REWARD OF VIRTUE.

Extra Good Ladies' Woolen Hose, 3 pairs for \$1.—*Sioux City News*.

OF SMILES?

The bride was beautifully dressed, silk veiling and wreaths.—*Wisdom (Mont.) Big Hole Breezes*.

ANOTHER MASTERPIECE OF PLAUSIBILITY.

We are likely from this time out to experience the regular winter round of snows, cold and thaws, which we shall have to take as it comes until spring arrives, sooner or later.—*Pittsburgh Dispatch*.

A PSALM OF LIFE.

Dark the days and damp and dreary,

In each life some rain must fall;

Wild the wind and never weary—

W t. h. and d. i. all!

CONTRIBUTORS' BLIND BOGEY.

Sir: Is the Press Club of Chicago a reliable concern? The day before Christmas I sent over four pairs of pants to be pressed, and I don't seem to be able to get them back. All I can get out of these people is, "Send over the coats and vests to match." I am a stranger in town, and would appreciate your advice.

POETO BRITCHEZ.

ONE CAN'T BE TOO CAREFUL.

Last week's *Democrat* was in error in saying "Mrs. Margaret Ariens and baby" had arrived here for a visit, for Mrs. Ariens has no children, she having been a widow for about five years. We always regret when errors creep into the *Democrat* and are glad to correct them.—*Toledo (Ill.) Democrat*.

A DEFENSE OF THE MOTHER HUBBARD WRAPPER.

In yure Nov. 10 paper wich I all the time read you no speak pololei for holoku dress, wich is most best kostume for these climmates. please I askk you edit some nother articles which Show holoku dress more better than hubble skurt or Hairem panse wich is likapu perjammers only ladies ware them spose thare not beau leggid. X Roads editoryal speak no pololei when say holoku lazy Kostume. He's no lazy kostume, he's most best clothes for plenty hanahana all time and he's most best kostume for take a walk and keep cool.—*Letter to the Honohulu Crossroads of the Pacific*.

—*Line-o'-Type or Two, Chicago Tribune*.

#### ANTIQUITY OF THE ENGRAVER.

In reverence I hold the name Engraver. His forefathers back in the days of Exodus were directed: "Like a signet shalt thou engrave the stones with the names of the children of Israel." And all down through the centuries the niches in time and the winding paths of enrapturing history are impressed deeply with the incisions from which was first told the story of life.

Who antecedes the engraver? Not the printer. What will survive the images he has engraved in men's minds? Not anything, for they who would strive to blot them out would but perpetuate them by emphasis.

But in these modern days, our own days, in which you are forming your inscriptions which shall represent you to future generations and live as their harbinger, engrave your highest and best principles in your work, for only that which is elevating is a worthy handmaid to your art.

And whilst you are engraving your principles in the plates you produce, carve in everlastingly the price that is right for honor work, for the higher and better the principles you inscribe into your product and over your doors as a hallmark, the sooner it will fall into wreckage if the price be not there to sustain it.

Religion, morality and friendship are all wonderful conjurers, but, damn it, there's nothing beats the price.—*Silent Speaker*.

## Ventilation of Composing Rooms

BY L. A. SCHMIDT.

**I**N presenting this article to the reader, the writer purposes to acquaint the printer—employer as well as employee—with a subject which, of all applied sciences, is understood probably the least by the average layman.

While no attempt can be made to give any definite rules which would be applicable to every case and condition, yet the derivation of the factors which govern respiration and ventilation will be treated thoroughly enough to enable the reader to appreciate the conditions which surround him, and to realize the danger to health which working in ill-ventilated rooms engenders.

The efficiency of a ventilating plant is not proven by the fact that an exhaust-fan, running at a certain speed and maintaining a certain suction, is taking out a stipulated amount of air in a given time. A fan may be exhausting far more air than the conditions actually require, without materially improving the quality of the air within the room. The question which a system in operation should solve is: How pure is the air at the breathing line, or what is the percentage of oxygen to the impurities of the air we are breathing?

The writer is not aware that any attempt ever has been made by ventilating-engineers to analyze the conditions of our modern composing-rooms, and devise means for supplying its occupants with the necessary quantity and quality of fresh air. And yet this is the most important point, and should in every case receive the foremost consideration when designing a ventilating system.

It appears that in the majority of cases the word ventilation conveys no other meaning than the carrying off of offensive odors and dust, as in sandpapering, buffing and grinding machines, while invisible and odorless gases are allowed to remain and play havoc with the health of people who are, oftentimes unknown to themselves, compelled to work and live in rooms containing these gases.

It is a deplorable fact that ventilation of composing-rooms has been treated by engineers in too much of a general way; it has either been considered analogous to the condition as existing in a dwelling or such as may be required for the ventilation of a restaurant-kitchen where a large canopy is built over the range on which steaks and chops are fried. This latter arrangement has actually been suggested to the writer to apply to a plant of twenty linotype machines.

The average layman, when feeling the draft or air-currents produced by open doors or windows or fans, considers his place well ventilated, yet their effect in ill-ventilated rooms is more harmful than the possible good and seeming comfort that can be derived from them by producing a cooling sensation, as strong air-currents will merely assist in the ready diffusion of the foul air with air which otherwise might still be good for respiration. On the other hand, this foul air, as long as undisturbed, would very likely occupy a region above the breathing line; it will, however, if given time, diffuse very thoroughly through-

out the room and should, for this reason, be carried off very promptly.

How often do we hear compositors and operators complain that, after a few hours of work, they feel drowsy and sleepy, when in the morning they were full of vigor. Everybody has experienced the exhilarating sensation when the lungs involuntarily expand the chest and fill themselves with fresh air the moment he steps through the door of a stuffy room into the open air. It is the lack of oxygen and the substitution thereof by a gas called carbonic acid which produces this sluggishness, and ventilation has for its object the proper balancing of these elements and keeping the air in the room at as nearly the same standard of purity as possible.

Carbonic-acid gas is colorless and odorless; it is not considered a poison in the strict sense of the word, and its existence in a room can easily be denied; but the effect it has on the physical condition of its occupants is undeniable.

Thomas Stevenson, M. D., lecturer on chemistry, London, states, under "Poisons," in *Encyclopædia Britannica*: "Carbonic acid is . . . totally irrespirable when pure, and is fatal when present in large quantities in respired air, . . . and constitutes the deadly afterdamp in coal mines. Persons exposed to an atmosphere partially composed of this gas, but not long enough to produce fatal results, are affected with stertorous breathing, oppression, flushed face, prominent eyes, swollen tongue and feeble pulse."

This gas, when considered alone, is heavier than air, having a specific gravity of 1.52 at 32° F., air taken as 1; or, expressed in a different way, carbonic acid is 1.52 times as heavy as air, both at 32° F. However, when this carbonic acid is contained in air as exhaled by the lungs at a temperature of 95° F. and saturated with moisture, it is about two per cent lighter than the surrounding air and will consequently rise, contrary to the prevailing idea that this air will sink to the floor line. To further dispel this erroneous idea, we have but to remember that oxygen, the main constituent of air, has a specific gravity of 1.1, and yet nobody ever thinks of oxygen lying in the lower strata of a room.

In the case of carbonic acid and other products of combustion issuing from the combustion chamber of a machine, we are still more fortunate. These gases and fumes leave the melting-pot at a temperature of 550° F., and, being warmer than the surrounding air and consequently weighing less, will rise to the ceiling before any appreciable diffusion with the surrounding air can take place.

Numerous tests have shown that the temperature of the air near a twelve-foot ceiling, and directly above the metal-pot, varies between 95° F. and 112° F., while the temperature of the air at the breathing line was never any higher than 82° F. If, however, this vitiated air, no matter what its temperature may be, is not taken off promptly, it will gradually mix with the other air, and by displacing oxygen, cause a deficiency of this latter gas, thus rendering the air unfit for respiration.

Several States have passed laws requiring a certain

standard of purity for schoolrooms, and the time is not far distant when a minimum standard will be required for all workshops. As it is to-day, the installing of ventilating plants, wherever they do exist, is left entirely to the discretion of the ventilating engineer, who, not being familiar with the true conditions, does the best he can; and State factory inspectors can only be expected to use their human judgment in passing or rejecting such installation.

While it is a comparatively easy matter to design a ventilating apparatus which will take out and introduce the amount of air required for each person in a given time, and to demonstrate that the apparatus, after it has been installed, actually does carry off this amount, yet the question of whether or not the pure incoming air passes through the breathing line is still disputable, and for this reason the disposition and proper proportioning of the intake openings for the flues, as well as the exact location of the openings for the entering air, are the most important and determining factors for the proper distribution of the fresh-air supply.

The requirements of our modern composing-rooms, with the indiscriminate use of benzine and gasoline, which, of course, by evaporation foul the air, to say nothing of the products of combustion in linotype machines, monotype and other typesetting devices, can best be appreciated by one who is thoroughly familiar with composing-room conditions and is conversant with the facilities and difficulties which such installations necessarily entail.

While the installation of expensive air-washing, air-cooling and humidifying apparatus is not advocated, yet a close approximation of the air in our composing-rooms to the air we breathe in the streets of a crowded city would be a vast improvement and a big step in the direction of sanitary conditions in print-shops.

The factors which govern the design of ventilating apparatus are: First, to determine to what extent the air in the room is contaminated by the machines and the air respired by the workmen; next, to devise means for expelling this vitiated air; and, finally, to impel a sufficient amount of pure air without creating sensible drafts and air-currents.

The following table shows a comparison in percentage of volume between the constituents of pure air and air as respired by the average adult under normal conditions:

	Pure Air.	Respired Air.
Oxygen (O) .....	20.26	16
Nitrogen (N <sub>2</sub> ) .....	78.00	75
Moisture (H <sub>2</sub> O) .....	1.70	5
Carbonic acid (CO <sub>2</sub> ) .....	.04	4

Other impurities may be found in small quantities, but these can be neglected for ventilating purposes. The *Encyclopædia Britannica*, under "Respiration," states:

"Respiration may be defined as the aggregate of those processes which are concerned in the introduction of oxygen into the system and the escape of carbonic dioxid (carbonic-acid gas) from it."

From the above table it will be seen that the volume of oxygen in respired air has decreased one-fifth, and the carbonic acid has increased one hundred times its former volume in pure air.

Standards for ventilation are generally expressed in so many cubic feet of carbonic acid in 10,000 cubic feet of air, as 8 CO<sub>2</sub> in 10,000 or 10 CO<sub>2</sub> in 10,000, etc. The present standard of purity for workshops is from 8 to 10 parts of CO<sub>2</sub> in 10,000 of air; unpleasant sensations are not experienced till the amount of CO<sub>2</sub> in 10,000 reaches 15. If we accept 8 in 10,000 as the standard for our calculations we have still quite a margin of safety to allow for a lower

efficiency of the ventilating plant on account of disturbing drafts and air-currents.

It is estimated that the average adult requires about 576 cubic inches or  $\frac{1}{4}$  cubic foot of air per minute for respiration. This equals 20 cubic feet of air per hour, and when respired contains according to above table four per cent or 0.8 cubic foot of carbonic acid. If we are to maintain our standard of purity of 8 in 10,000 we will have to dilute this exhaled air with 2,000 cubic feet of pure air per hour, which contains 0.8 cubic foot of CO<sub>2</sub>; added to this 0.8 cubic foot of CO<sub>2</sub> as exhaled by one person per hour we have 1.6 CO<sub>2</sub> in 2,000, which is equivalent to 8 in 10,000.

Considering the conditions we would encounter in a small room of 20 by 40 feet with a 10-foot ceiling—there are no typesetting machines of any kind in this room—by applying the figures as above, and assuming that a force of ten men is employed, we will have to supply each one with 2,000 cubic feet of fresh air per hour or 20,000 cubic feet for ten men, and, as the cubical contents of the room are but  $20 \times 40 \times 10 = 8,000$  cubic feet, the air will have to be changed  $20,000 \div 8,000 = 2.5$  times per hour. If this force works nights, and gas is used for lighting purposes, the demand on the fresh-air supply increases very rapidly. Each burner consumes about four cubic feet of gas per hour, and, as there very likely are twelve flames burning, we have a gas consumption of forty-eight cubic feet per hour. The product of combustion (mostly carbonic-acid gas) of one cubic foot of illuminating gas contaminates the air to the same extent as one person, and our fresh-air supply now assumes quite a different aspect. Where before we needed  $10 \times 2,000$ , we now have to have  $58 \times 2,000 = 116,000$  cubic feet of fresh air per hour; the changes of air in the room must now be increased to  $116,000 \div 8,000 = 14.5$ .

If the room were originally intended for a print-shop of the capacity as assumed above, adequate provisions for a sufficient air supply were very likely made, but as is often the case when the rooms were designed for living purposes and, by taking out a partition wall, were converted into a print-shop, the capacity of the vent flues will not afford a change of air for more than ten people. This alone should be a very strong argument in favor of electric light. However, where the conditions do not permit of any other arrangement, very effective ventilation can be secured by an inexpensive window attachment, as shown by the section of a window in Fig. 1.

This is a partial double-window arrangement for the upper sash only. The outer pane is fastened to the window-casing in such a manner as to leave an air-space of about two inches between it and the pane of the upper sash; this latter may then be lowered and the fresh air, which takes the direction of the arrow, enters the room through this space. There is no draft, and the temperature of the room even on cold days is not perceptibly lowered by the incoming cold air.

This of itself is sufficient for ventilation, but in very acute cases may be augmented by a small exhaust-fan set either in the wall or in the upper part of a window.

In the cases cited the conditions were such that the contaminated air had to diffuse over the entire room, and consequently a large amount of air had to be impelled and expelled respectively.

When linotype or other typesetting machines are in a room having no provision for localizing the contamination of the air, the ratio of the impure to the available amount of good air rises to an alarming proportion.

Again, taking the room as above but adding two linotype machines to our equipment, which consume 26 cubic feet of gas per hour (13 cubic feet per machine), we now have to

increase our former air supply by  $26 \times 2,000 = 52,000$  cubic feet, making a grand total of  $116,000 + 52,000 = 168,000$  cubic feet of air to be renewed, and again dividing this by the cubical contents of the room we must have twenty-one air changes per hour, or one complete change every three minutes, in order to insure a suitable quantity of air which could be considered good for respiration, and even this air will still contain again as much carbonic acid as pure country air. Even when eliminating the quantity of carbonic-acid gas which twelve gas-flames produce we would still have to introduce 72,000 cubic feet of air per hour, or, which means the same, we must change the air of the room of a size as assumed above nine times per hour. The enormity of these figures seems appalling, and were it not for the fact that windows, doors, and even brick walls permit a continuous

into a flue or passes through a window or wall directly into the open air. Its exhausting qualities depend not only upon the difference of the temperature between the hot gases issuing from the machine and the temperature of the external air, but also upon the direction of the wind and the atmospheric conditions in general; at times it will exhaust so strongly that an excessive amount of air rushes through the combustion chamber of the pot, with a corresponding excessive amount of gas consumption. Very often the draft is so strong that it extinguishes the flame entirely; in most cases this means the increasing of the gas pressure at the burner to meet the pressure at the base of the burner caused by the strong exhaust from above. Then again there is no draft at all, and the heavy gases obstruct the duct which the hot air from the pot will have to penetrate;

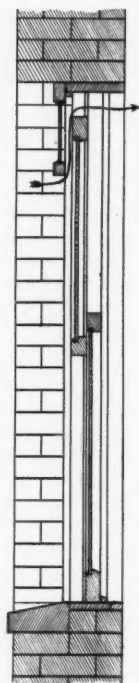


FIG. 1.—Outside wind deflector for upper sash of window.



FIG. 2.—Method of expelling foul air by indirect-exhaust system.

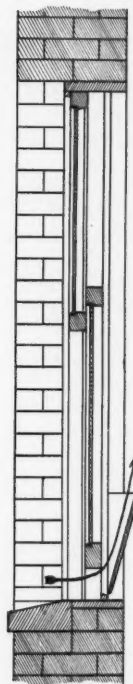


FIG. 3.—Inside wind deflector for lower sash of window.

change of air, it would be impossible for workmen to occupy such a room for any length of time.

These natural changes of air are very uncertain, and should not be considered a factor when designing ventilating apparatus.

Where machines are in use which consume gas for heating purposes in large quantities, as linotype and monotype machines, mechanical ventilation should always be resorted to, the design of which should be such as to localize the contamination of the air, taking the impurities off before they have an opportunity to diffuse. Means to accomplish this have been suggested from time to time, and installations have been made without, however, producing a satisfactory result in every direction.

There is, first of all, the time-honored two-inch galvanized iron pipe, terminating at its lower end in a small funnel, which is practically a continuation of the hot-air discharge opening of the melting-pot. Its upper end opens into an eight-inch horizontal duct, which discharges either

the result is an imperfect combustion of the gas which will cause the formation of acetylene ( $C_2H_2$ ), which is also formed by the flame burning in the "mixer"; it is produced in large quantities by a gas flame passing along a cold surface, as in the case when the gas-burners under the melting-pot are lit in the morning. This gas is a strong poison, reacting on the blood; it is easily recognized by its pungent odor and its tendency to induce coughing; it burns with a smoking yellow flame.

In some plants an exhaust-fan has been used in connection with the duct, which will produce a more even draft; but, after all, it is a draft, and even stronger than if produced by atmospheric conditions. And now, what can be gained by this system of piping? We are enabled to carry off about sixty to seventy-five per cent of the products of combustion; the balance of this and fumes arising from the pot and molten metal are not taken care of; neither can any general ventilation be produced to remove the respired air of the men and the vapors of benzin and gasoline. The

radiation of heat from the pipes on hot summer days is another objectionable feature. Expressed in figures in conformity with our former calculation, it has reduced the amount of air to be supplied by about thirty-six thousand cubic feet per hour.

Another system is simply to install an exhaust-fan at some point in the wall and discharge into the open air. This system presumes to carry off the noxious gases as well as provide general ventilation. It must be reasonably assumed, however, that a large amount of the gases arising from the melting-pot must pass through the breathing line before it can reach the zone of influence of the fan. For this reason the plan is not recommendable.

Still another system has been proposed, providing for an exhaust-fan with ducts and branches both at floor and ceiling line. This plan seems to be less satisfactory than any, as at least one-half of the gases from the pot must pass through the breathing line in order to reach the lower intakes.

Within the last few years composing-rooms in new buildings have been provided with a double or false ceiling, utilizing the space between ceiling and floor above as a sort of duct, from whence the foul air is exhausted by means of strong fans. The principle of this system is very good, and if the execution is properly carried out should prove very effective; that is, if a sufficient number of intakes are provided, well-proportioned, and equipped with sliding dampers, so that each opening will take its proper share of the work, as otherwise the foul air will diffuse. This is especially true of low ceilings of about ten or twelve feet. The number of intake openings may well be decreased as the height of the ceiling increases. It is, of course, understood that the total amount of air to be taken out should in every case remain the same.

#### THE SYSTEM RECOMMENDED.

A good ventilation of linotype plants, in rooms that are not provided with a double ceiling, can be secured by a system as illustrated in Fig. 2, which can also be used for carrying off gases originated in any other type of casting machine.

A bell-mouthed intake pipe, located directly above and in line with the metal-pot and fitted with a sliding damper, is joined to a horizontal duct fastened to the ceiling. Each machine has its separate intake; all intake pipes for a row of machines are joined to one general duct, which again opens into a main at the end of which is an exhaust-fan, driven by a motor or other suitable source of energy. Several rows of machines are treated in the same manner, all ducts opening into the same main.

As stated before, the air leaving the pot has a very high temperature as compared with the surrounding air and will rise by natural draft with a velocity of 250 feet per minute toward the bell-mouthed intake above, where it enters the current of air produced by the suction of the fan. It will readily be seen that the heated air arising from the pot must perform the same function as though it were rising up in a flue or stack, in which case it is spoken of as the "draft" of the flue, meaning that the air is drawn toward and into the intake opening of these ducts. These conditions are exactly duplicated on each machine; the cooler fresh air will travel toward the lighter rising air, and, since the temperature and velocity of the heated air is greatest near the pot, and the breathing line of the operator is at the same height, it follows that the exhaled air will pass right into the column of rising air, drawing with it the purer air, which will have to pass through the breathing line, bringing about the condition which we have tried to accomplish.

The arrows in Fig. 2 show the course of the air, and will aid in a clearer understanding of the foregoing.

It is absolutely necessary that a sufficient amount of fresh air from the outside be admitted to compensate for the loss of air through the exhaust duct. One or more windows must therefore be raised and kept open at all times or as long as the exhaust-fan is in operation.

In order effectively to break up the air-currents entering the open windows, the latter are provided with an adjustable wind-shield or deflector fastened to the window-casing, as shown in Fig. 3. The effect of this arrangement is so absolute that a strong wind of 1,500 feet a minute

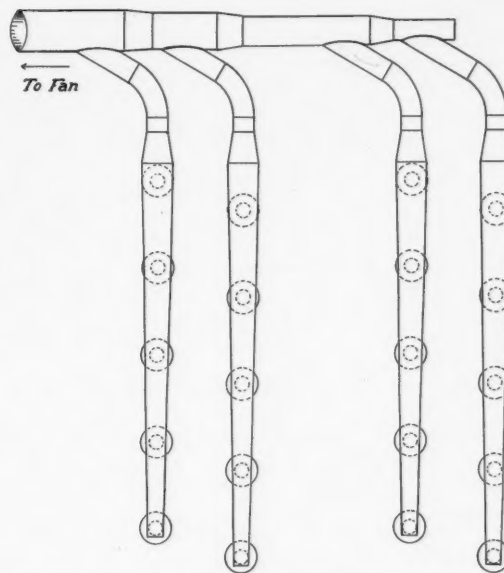


FIG. 4.—Arrangement of ducts for ventilating twenty (20) linotype machines by indirect-exhaust system.

blowing against the window will not be felt by a person standing within one foot of the deflector.

Data for laying out a system of this character for a plant of linotype machines are given in the following. When the size of the plant requires it, machines may be arranged in rows of five. The following may be taken as the basis for the designing of ventilating apparatus for plants of any size:

1. Velocity of hot air issuing from the pot in feet per minute..... 250
  2. Effective area of discharge opening in square inches..... 3
  3. Hence amount of air passing through combustion chamber of pot (product of area and velocity) in cubic feet per hour..... 312
  4. This contains the products of combustion of 13 cubic feet of gas = carbonic acid in cubic feet..... 10.4
  5. Four per cent diffusion allowed on account of disturbing air currents = carbonic acid in cubic feet per hour..... .41
  6. Which requires pure air for dilution to maintain a standard of 8 CO<sub>2</sub> in 10,000 = cubic feet per hour..... 1,033
  7. One operator requires per hour, cubic feet..... 2,000
  8. Allowing one man for every two machines (machine tenders, foreman, bank boy, editors, etc.), air required per machine..... 1,000
- Total air to be exhausted through intake of duct, as per items under 3, 6, 7 and 8 = cubic feet per hour..... 4,345
- Or, in even numbers, in cubic feet per hour, a total of..... 4,350

If an intake opening of 6 by 6 inches or 36 square inches is allowed for each machine, the velocity of the air entering the intake will be 280 feet per minute, or a little more than the velocity of the air issuing from the pot.

The cross-sectional area of the duct will have to be increased with each additional machine. An area of 6 by 6

inches for the first and 8 by 14 inches for the last machine is a fair allowance. The connection between the duct and the main is effected by a 10-inch round pipe, the area of which is less than the 8 by 14 inch duct, whereby the velocity of the air at that point is increased. The cross-sectional area of the main must also be increased as more ducts are joined to it. Starting with a 10-inch diameter at the branch farthest away from the fan we will have a diameter of 13 inches at the next duct or branch, 15 inches at the third and 17 inches at the fourth. This size is maintained till the fan is reached, unless other branches for general ventilation are added, in which case the pipe diameter must be increased accordingly. A plan of the general arrangement is shown in Fig. 4.

[Next month Mr. Schmidt will tell of the success which has attended the ventilating system here recommended, and which he recently installed in the plant of the Western Newspaper Union, Chicago.—EDITOR.]

#### AS TO ONE-CENT POSTAGE.

A scheme has been devised, obvious on its face, to create public sentiment for 1-cent postage, and over this, through raising the rate for second-class matter, to strike at all newspapers and periodicals. To offer the protest against increasing the second-class rate which has prevailed for over a quarter of a century, the 1-cent letter postage association, abundantly financed, is making a systematic effort to line up senators and representatives at Washington in a demand for a 2-cent rate bill.

It is the city that uses red stamps—not all its inhabitants, either, but the great offices that center in the city. A single large mail-order house or one of our great insurance companies will probably use more 2-cent stamps in a year than several rural counties. Government reports show that about sixty-three per cent of all letters are mailed from first-class postoffices, while the twelve largest cities alone mail thirty-five per cent. In contrast with this we have only 4.8 per cent mailed by rural routes in 1909. But if the farmer's share of first-class mail is small, his proportion of second-class mail is very large. With but twenty-two per cent of the population, the farmers on rural routes receive nearly thirty-three per cent of all the newspapers and periodicals sent through the mails. Penny postage would mean the foisting of a large part of the \$60,000,000 deficit upon the village and country population. This would be injustice of the worst sort, and yet by retaining the present 2-cent rate injustice is done to no one. The large purchasers of 2-cent stamps in the cities can not complain, for they are thus able to solicit business over an unlimited territory at the trifling cost of a stamp.—*The Reflector*.

#### FLY CAUSED ERROR IN BOOKS.

For seven months an expert accountant searched the books of a certain grain company of St. Paul for an error of an even hundred dollars. There was that shortage in the cash. Whom to suspect the firm did not know. It spent much more than a hundred dollars trying to trace the matter down.

And then, after having gone over the books time and again, the accountant's pencil chanced to stop on an item of \$150. The pencil point rested on the figure "one," when the figure suddenly broke in two and slid down the page!

Upon examination it proved that the supposed figure "1" was a fly's leg which had become pasted in front of the 50, raising the item to all appearances a hundred dollars. The fly had undoubtedly been crushed in the book when it was closed.—*Cleveland Press*.

Written for THE INLAND PRINTER.

#### THE LINOTYPE OPERATOR OF THE FUTURE.

BY C. H. WRIGHTSON.



HIS is an age of competition. "The weakest to the wall" is a saying that is increasingly evident in practice. Even the linotype operator, who a few years ago had positions by the dozen offered him from which he could make his choice, now finds competition is narrowing his opportunities. He must pull himself together, and draw up to the front, or the time will come, in the not distant future, when he will find himself out of a job for good.

The demand, however, for good men—namely, those whose average output is high and proofs clean—is steadily increasing. As the masters gain knowledge of the machine they are using more discrimination in choosing help.

Employers are finding that it does not pay them to use inferior operators on their Linotypes. There was a time when the cheap man could get employment just because of his cheapness. The employers now, however, are mostly wise to the fact that the inferior man is dear at any price.

Ten operators, each ten per cent better than the average man, save the employer the value, upkeep and standing space of one machine, and the salary of another operator. The wise printer employs only the best men and shares the value of the saving between his operators and himself.

Linotype improvements tend toward versatility. Each new invention increases the scope of the machine and the demands on the operator's technical knowledge and common sense.

The advent of the quadruple-decker heralds an increasing demand for operators for one-machine installations. It is the machine the small printer has long waited for, and its increasing use will raise a call for machinist-operators who understand the art of type display.

The qualifications demanded of the single-machine-installation operator of the future will be the following: He must be (1) a good organizer, (2) a display compositor, (3) a machinist, and (4) a fast operator on the keyboard.

He must be a good organizer because it is for him to know how to set the various small jobs coming his way, make corrections, etc., without unnecessary loss of time. If not a good organizer, lost minutes will amount to lost hours in the course of a week.

He must be a display compositor to know how to make the best use of the ten or twelve different kinds of type his machine carries.

He must be a machinist of experience or his machine will not work well or turn out clean type of good alignment.

He must be a fast man on the keyboard because he has to earn a profit on a large capital expenditure before he starts to earn his own wages and his employer's profit.

A man with these four qualifications, with that of reliability added, will deserve a good salary and will get it.

FOR those who see Truth and would follow her; for those who recognize Justice and would stand for her, success is not the only thing. Success! Why, Falsehood has often that to give; and Injustice often has that to give. Must not Truth and Justice have something to give that is their own by proper right—theirs in essence, and not by accident? That they have, and not here and now, every one who has felt their exaltation knows.—*Henry George*.



IN the following pages will be found interesting designs furnished by courtesy of the American Type Founders Company, the H. C. Hansen Type Foundry, Barnhart Bros. & Spindler, the Keystone Type Foundry, the Mergenthaler Linotype Company, the Lanston Monotype Machine Company and Thompson Type Machine Company. These pages furnish many valuable suggestions to the ambitious typographer, and should be carefully studied.

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**PRINTING WITH INKS DURING THE  
TWELFTH CENTURY. SIGNATURES  
AND MONOGRAMS IN MANUSCRIPTS**

EARLY in the seventeenth century, a student of old Italian books called attention to the strange uniformity of initial letters in many of the old manuscripts, some of which had been made as early as the ninth century. **Each ornamental letter wherever found or however often repeated in the same book, was of the same form.** He reached the conclusion that this uniformity had been produced by engraved stamps. The announcement of this discovery induced other persons to make similar examinations, the result of which confirmed the original statement. It was proved that there was a uniformity in the shape of the letters which could not have been made by drawing. The statement that a rude method of printing had been practised for about three centuries before its supposed

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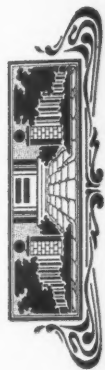
A CATALOGUE  
OF UNUSUAL  
PASTEL PAINTINGS

By CLARISSA PUTNAM HILDRETH  
and  
H. WILLIS KNOWLTON



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(A)



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TO PROSPERITY  
A SHORT STORY OF THRIFT

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(B)

- (A) Puritan Series, Berkshire Ornament No. 339-B, 12-point Egg-and-Dart Border, 18-point Brass Rule No. 309, 3-point Brass Rule No. 306.  
(B) Caalon Old Style No. 2, Berkshire Ornament No. 39, 12-point Egg-and-Dart Border, 2-point High Art Rule No. 763.  
By courtesy of the H. C. Hansen Type Foundry.

# Lettering



THE Roman characters, which are our letters today, although their earlier forms have come down to us cut in stone, must have been formed by incessant practice with a flat, stiff brush, or some such tool. The disposition of the thicks and thins, and the exact shape of the curves, must have been settled by an instrument used rapidly; I suppose, indeed, that most of the great monumental inscriptions were designed *in situ* by a master writer, and only cut in by the mason, the cutting being merely a fixing, as it were, of the writing, and the cut inscriptions must always have been intended to be completed by painting.

The "Rustic letters" found in stone inscriptions of the fourth century are still obviously cursive, and in the Catacombs some painted inscriptions of this kind remain which perfectly show that they were rapidly *written*. The ordinary "lower case" type with which this page is printed is, in its turn, a simplified cursive form of the capital letters. The Italic is a still more swiftly written hand, and comes near to the standard for ordinary handwriting.


All fine monumental inscriptions and types are but forms of writing modified according to the materials to which they are applied. The Italian type-founders of the fifteenth century sought out fine examples of old writing as models, and for their capitals studied the monumental Roman inscriptions. Roman letters were first introduced into English inscriptions by Italian artists.

W. R. LETHABY



# MAPLE GROVE RESORT

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# Job Composition

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

## Roland C. Stovel.

"Hello, is this Wabash 2-5-0-2?"

"Lemme talk to Stovel."

"Say, Stovel, I'm sending down some copy for you. This is to be a book 9 by 12 — 16 pages. Want it run in two colors throughout. The cuts go where marked in copy. Set it attractively — you know — right."

And right it is set. No dummy, no layout, no additional instructions — but Stovel gets it out — *right*. They all leave it to him. A conversation like this is an everyday occurrence with Stovel, and he is about the only printer in town that I know of who enjoys a distinction of this kind.

I'll never forget the first time I met Stovel. We had a fight, and I always like to start out with a printer by having a fight with him. It shows me that he has ideas of his own, and is successful enough to be independent about my business. That makes me want to deal with him all the more.

But Stovel isn't pugnacious — far from it. A more evenly tempered, sunny dispositioned man you'll never find. It's simply that Stovel *knows*, and knows he knows. There isn't a type-face that he isn't on speaking terms

with. There isn't a point of lead in the case but what he knows just how and where to use it in order to get the best possible out of it.

Yet, it was just twenty-three years ago this month that genial old George Knott, of the McCluer Printing Company, suggested to Roland C. Stovel, a young "devil" of seventeen, that he cease pieing type and smudging proofs and transfer his services to some nice greasy tailor-shop, where he could sit on a bench and stick his fingers with a needle, sewing on buttons.

No better advice could have come to Stovel just at that time. He's thanked "old man" Knott a thousand times for

it since. For it showed him clearly that the delusion that he had been harboring about knowing all there was to know about the printing game — and a darn sight more than the boss, at any rate — was a delusion after all.

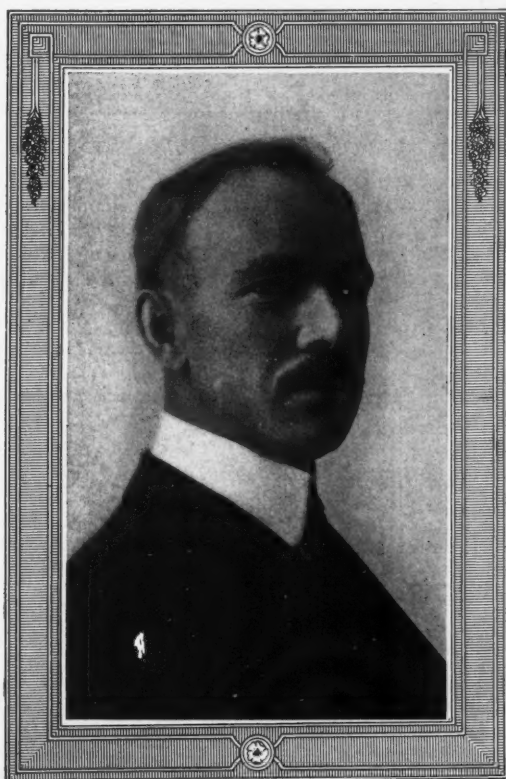
So right then and there he decided to buckle down and learn the game thoroughly, from the ground up, so that some day he could come back and put the Indian sign on anybody that tried to hand him anything.

But the first thing to do was to find another job. This wasn't the easiest thing in the world. Many a weary block he trod — many a stern-eyed foreman he approached with no avail — until poor Stovel thought all the world was wrong and evidently set against him. Yes, even his advent into this world was ominous — for wasn't he born on the 13th of that cold, blustering month — March?

Those job-hunting days were certainly trying times. A less determined soul might not have borne through them, but Stovel was made of stronger stuff. Having left his old comfortable home at Stratford, Canada, at the tender age of fifteen to make his way in the world and carve out a fortune of his own in that wonderful land of opportunity, "The States," the rough experiences of ad-

versity had taught him self-reliance and determination.

So on he plugged, grabbing free lunches wherever he could, and flopping whenever his badly drained purse would let him, until one day his ship came in. And it came in the shape of a letter which the mail man handed him, in answer to an application to a want ad. Young Stovel's heart leaped — here was a real job with real money waiting for him — maybe. But others undoubtedly would be written to, also, he figured. He must be the first at the place in order to get that job. Taking a car was out of the question, for reasons young Stovel himself best knew. So grabbing his hat he started out on a run and ran clear from the West



R. C. STOVEL.

Side to Dearborn street without stopping to figure out just how far it was. All out of breath and red as a beet, he applied at the office. And so impressed was Mr. Taylor,

watchful and kindly eye of the late Fred Franks. Type fonts, displays, colors and cuts all took on a new meaning for him. There wasn't a job that came in but what Stovel

**OR** the benefit and convenience of the subscribers and patrons of the Chicago Grand Opera Company, Mr. Andreas Dippe, the General Manager, begs to announce the repertoire for the opening week of the season of 1911-1912 in Chicago. The announcement of the operas that will be sung the first week at the Auditorium Theatre will enable subscribers and patrons to form a general idea of what they may expect during the forthcoming season. The entire list of the artists engaged and the operas to be given will be announced later.

Among the especially interesting features of the Company's second season in Chicago will be a limited number of performances of Operas in English, revivals, with entirely new productions, of several standard operas that have not been sung by the Company in Chicago; the addition to the repertoire of three German operas, "Tristan und Isolde," "Die Walküre" and "Lohengrin," and the production of novelties that have not been given in Chicago. These novelties are:

"Cagliostro" (in French)	Messner
"Le Jongleur de Notre-Dame" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner
"Die Walküre" (in French)	Messner

The first appearance of MRS. LUISA TETRAZZINI with the Chicago Grand Opera Company in Chicago will be outside of the regular subscription, but all subscribers to each series of operas are assured at least one performance with this celebrated artist in the cast. The repertoire selected for Mrs. Tetrazzini's appearances consists of the following five operas: "Lucia di Lammermoor," "La Traviata," "Rigoletto," "Lohengrin" and "Crispino e la Comare."

August 31, 1911.

**Repertoire of the Opening Week**  
Beginning November 22d

Wednesday Evening Nov. 22d OPENING NIGHT	First performance of Saint-Saens' "Samson et Dalila" (in French) <i>Order of Mrs. James G. Thompson</i> Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.
Thursday Evening Nov. 23d	Bizet's "Carmen" (in French) <i>Order of Mrs. James G. Thompson</i> Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.
Friday Evening Nov. 24th	Outside of the regular subscription—Donizetti's "Lucia di Lammermoor" (in Italian) <i>First appearance of Mrs. Luisa Tetrazzini in grand opera at Chicago</i> Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.
Saturday Afternoon Nov. 25th	Revival of Mozart's "Le Nozze di Figaro" (in Italian) <i>Order of the celebrated French soprano, Mrs. Huguette Teyssie</i> Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.

**Repertoire of the Opening Week**  
Beginning November 22d

Saturday Evening Nov. 25th	Verdi's "Il Trovatore" (in Italian) <i>All Pianos Price</i>
Sunday Afternoon Nov. 26th	First of the Series of Sunday Concerts, Verdi's "Messa da Requiem." <i>Special Sunday Concert Price</i>
Monday Evening Nov. 27th	First performance of Massenet's "Cendrillon" (in French) Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.
Tuesday Evening Nov. 28th	Verdi's "Traviata" (in Italian) Messrs. Delmar, Delmar, Delmar, Delmar, Delmar, etc.

Program pages by R. C. Stovel.

the then foreman of the R. R. McCabe Printing Company, with the young man's evident earnestness and determination that he hired him on the spot.

Then started in a period of real plugging for Roland C. With one eye on the job and the other on anything that might turn up, he worked and waited.

studied it as it went through the shop. Typefounders' books, paper samples and ink-charts now became his textbooks, and many an evening found a keen-eyed, red-headed lad bending low under the dim lamplight in his room, marking up improvised layouts and old discarded copy, for practice.

**A** DEALER once said to us:  
"You make the Conover  
Pianos better than necessary. I can sell more  
of the lower-priced  
grades."

"Yes," we replied, "but you want the  
Conover for high-class trade. Why  
should you see your competitor getting  
the business which only a piano of the  
Conover grade can attract?"

*The Cable Company*  
Manufacturers :: Chicago

An interesting rule arrangement.

George E. Marshall Company soon afterward had an opening for a young man like him, and Stovel went. Here he received his first training in composition, under the ever-

Carry the  
Conover  
PIANO  
and make sure that your  
customers will be satisfied

*The Cable Company*  
Manufacturers :: Chicago

One of Stovel's attractive arrangements.

It was simply another case of Emerson's mouse-trap adage. Stovel was setting type better than any one else at Marshall's, and people began to know it. The genial, alert

Mr. Sleepack, then foreman of Pettibone, Sawtelle & Co., wasn't the last one to learn of this, either. So straightway he offered Charlie (Roland is too "high-brow" for the printing trade) a position under him in his establishment.

The seven years that have passed since have been seven years of success and happiness. But Stovel hasn't yet stopped some of his youthful ways—he is still studying and learning type—always trying new ways by which

The Banquet		Guests of Honor		Members of Illinois Agencies	
<p>Held in the Red Room of Hotel La Salle the Evening of the Seventh of January Nineteen Hundred Ten : Seven O'Clock</p> <p>MENU</p> <p>GREEN POINT OYSTERS EMERALD</p> <p>KARISSES CREAM DELICIOUS OLIVES</p> <p>SPICED BEAUTY TROUT, MARSHBURY</p> <p>POYOUS FANTASIES</p> <p>ROASTED VEAL AU PETIT, MARSH SQUARE</p> <p>VEGETARIAN QUIN, SOUTHERN PEAS</p> <p>CHOCOLATE, VINAIGRETTE</p> <p>SPICED ICE CREAM</p> <p>GREEN BEAN CASSEROLE</p> <p>CAKE</p> <p>CIGARS</p> <p>R. W. STEVENS, Master of Toasts</p>		<p>Hon. Fred W. Potter <i>Superintendent of Insurance, State of Illinois</i></p> <p>Hon. Charles W. Barnes <i>Superintendent of Insurance, State of Kansas</i></p> <p>Hon. O. B. Ryan <i>Special Attorney, Illinois Insurance Department</i></p> <p>Hon. C. J. Doyle <i>Attorney, Illinois Insurance Department</i></p> <p>J. E. O'Leary <i>President, Western Trust and Savings Bank</i></p> <p>Rush C. Butler <i>Attorney at Law</i></p> <p>C. M. Carwright <i>Editor, THE ILLINOIS OVERSEAS</i></p> <p>T. R. Weddell <i>Editor, THE INSURANCE POST</i></p> <p>P. J. V. McKinn <i>Editor, THE AMERICAN</i></p> <p>T. W. Daulty <i>Manager, THE AMERICAN</i></p> <p>Ray A. Hunt <i>Chicago Manager, THE INSURANCE FIELD</i></p>		<p>A. J. Adams W. A. Herrick F. J. Robertson F. E. Allen J. E. Higgins R. Baker C. W. Aldrich M. H. Higgins H. S. Schaefer L. Albrecht J. G. Hall J. Schaefer, Jr. C. C. Anderson E. J. Mackintosh H. S. Schaefer R. J. Armstrong E. J. Jones J. C. Shaw O. M. Angerstein F. J. Kane J. S. Smith R. S. Baker W. H. Kendall Henry Smith A. H. Baker R. M. Knight E. J. Smith F. D. Bass J. Keenan C. F. Stoddard J. R. Belsch J. P. Lannon J. Stoney, Jr. C. E. Bennett C. S. Lindsay A. C. Swenson F. C. Blackman M. H. Loomis B. Swenson F. S. Bodley V. E. McClure J. P. Swiney B. F. Bradbury F. P. McCord F. C. Taylor C. N. Brown F. P. McHenry G. H. Taylor W. H. Chapman F. L. Medley J. P. Tolson J. B. Clark F. L. Merrill R. Thorne S. W. Cooke W. B. Merrick W. P. Todd H. E. Davidson J. O. Miller F. M. Tuck J. L. Ferguson Ray E. Moss W. Underwood J. M. Frost C. Mason R. M. Vance S. F. Fendick A. A. Moore A. W. Ward A. E. Foster J. L. Nelson C. A. Waters B. F. Finner J. C. Nichols J. E. Ward F. B. Francis J. B. Norris J. E. Ward O. H. Galat C. R. Pomeroy Mrs. L. E. Wingo A. G. Gilman L. J. Platt H. E. Whiting R. H. Gully M. Picher E. H. Whiting George L. Hagar C. R. Pomeroy F. B. Whiting J. E. Harbison W. S. Pomeroy C. E. Whiting R. M. Hadden B. H. Fowler F. W. Young J. H. Hebl W. T. Pomeroy</p>	

Some program pages by Stovel.


Stovel accepted and remained with him until seven years ago. At that time the present firm of Sleepack-Helman Company was organized, and Roland C. Stovel was taken into the company as a member of the firm.

printers' ink can be made to talk louder, more forcibly and more convincingly.

"Just leave it to Stovel—he knows." And if he doesn't know, you can bet your bottom dollar he'll find out before the job is finished.

Ask Stovel to what he attributes his success, just why he stands, to-day, foremost as one of Chicago's best print-

**A Home With Music**



WOULD you like to bring the enjoyment of music into your home; to make it possible for every member of the family to play any kind of music—opera, sacred, classical—without having to study or practice?

Think of the pleasure an Apollo Piano would give to you in music for the evening party or the dinner, the accompaniment of singers, the playing of hymns, classical compositions, operas—anything musical ever written.

Your home is not complete without music. Perhaps you have not had it because there is no one who can play, but the Apollo Piano removes the difficulty: anyone can play it.

Even if you are a good pianist, the Apollo Piano will increase your repertoire; it will place at your command hundreds of compositions—more than anyone could ever hope to master with the ordinary piano: it will help you in your study and practice.

It is a means to which you can turn at any time for entertainment for yourself or friends. It is something with which you can fill the long evenings with the refining pleasure of music. With the Apollo Piano you can have an unlimited variety of pieces. There will be always something new for you to play. Its musical resources are practically unlimited.

C. The player device in the case of the Apollo Piano enables anyone, even those without any knowledge of the piano, to play immediately. And you can use the piano independently if you desire. So it gives you a double advantage over the ordinary instrument. Let us demonstrate it to you. Call at our warehouse at any convenient time, and we have ready for you the Apollo Piano. We will take your present piano, if you have one, in exchange as part payment for an Apollo Piano. The balance may be paid in monthly installments if desired.

**The Cable Company**  
WABASH AND JACKSON  
JOSEPH T. LEINERT,  
Retail Manager

One of Stovel's neat page-designs.

We have

pictures

An attractive card.

ers, and he'll modestly tell you that from a financial standpoint it is undoubtedly due to just his own efforts—just his determination to stick where the other fellow might have quit. And then he smiles in his broad, genial, good-fellowship way, and adds, "But believe me, I, too, would undoubtedly have quit and might to-day still be job-hunting if it were not for the encouragement and whole-souled optimism instilled into me at all times by my good wife. When everything goes dead wrong she's my one best bet. And I win—always."

A new printing firm needs a good compositor as much as it needs presses, and Stovel's relative importance is shown by the fact that it got him before it got the presses.

"WHAT'S the hardest thing about roller-skating when you're learning?" he asked the rink instructor.

"The floor," answered the attendant.—*Ex.*

# Specimens

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

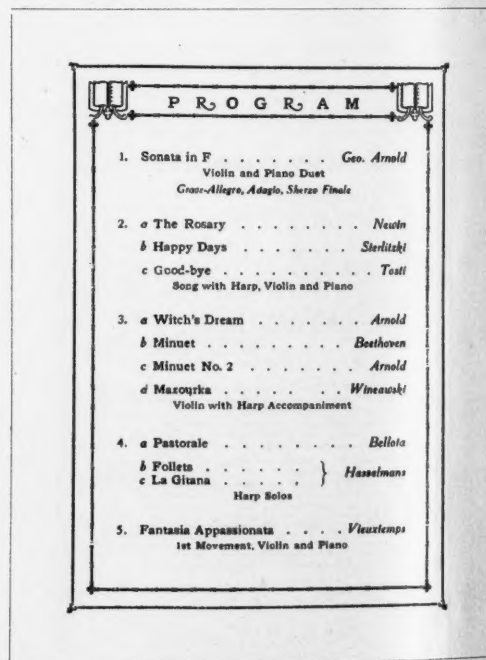
THE most important features in this month's mail were the holiday greetings. THE INLAND PRINTER has received expressions of good will from many friends, and appreciation of these favors is here recorded. We have reproduced, on another page, several of these greetings, and though the wealth of color of the originals is lost in the reproductions, an excellent idea of the attractiveness of their design may be gained. Greetings were received from Horace Carr, Cleveland, Ohio; Frank Bittner, New York; The Armstrong Printing Company, Wichita, Kansas; Taylor, Nash & Tay-

delphia, Pennsylvania; T. A. Hussion, Jr., Galveston, Texas; Chester A. Lyle, Washington, D. C.; B. F. Harb, Anderson, Indiana; A. G. Hallett, East Liverpool, Ohio; H. W. Leggett, Ottawa, Canada; Albert E. Ness, Cheboygan, Michigan; M. Widtman Printing Company, Utica, New York; Harry J. Freeburg, Memphis, Tennessee; F. J. Kinnure, Auburn, Indiana; H. C. Miller, Stratford, Ontario; Adolph Lehman, San Francisco, California; Henry Drouet, New York; Frank L. Bond, Chicago; The Burroughs Adding Machine Company, Detroit, Michigan; Chittenden & Frew Company, Chicago; Longman & Martinez, New York; The Munroe Press, Fall River, Massachusetts; The Denver & Rio Grande Railroad, Denver, Colorado; The Rawlings Company, Albany, Oregon; W. O. Foote, Atlanta, Georgia; The Clover Press, New York; The Ailling & Cory Company, Pittsburgh, Pennsylvania; R. G. McLean, Toronto, Ontario; Teschenor-Bartberger Engraving Company, Kansas City, Missouri; John C. Hill, Baltimore, Maryland; J. L. Frazier, Lawrence, Kansas; *The Evening Bulletin*, Philadelphia, Pennsylvania; William Knutzen, Chicago; Union



By Ernest E. Adams, Toronto, Ontario.

lor, San Francisco, California; E. C. Andrews, Chicago; James Austin Murray, Chicago; The Bishop Press, Kansas City, Missouri; Eric Peterson, Fort Wayne, Indiana; William Henry Baker, Cleveland, Ohio; Bertsch & Cooper, Chicago; Redfield Bros., Inc., New York; National City Bank of Chicago; Axel Edward Sahlin, East Aurora, New York; Basson & Timberlake, Johannesburg, South Africa; The Jaenecke Printing Ink Company; Dando Printing & Publishing Company, Philadelphia, Pennsylvania; J. R. Riddall, Nottingham, England; Columbus Trade School, Columbus, Ohio; Elmer F. Gleason, Worcester, Massachusetts; James A. Trent, Knoxville, Tennessee; L. O. Griffith, Chicago; Fred E. Wolff, Glenwood, Illinois; The Paragon Press, Montgomery, Alabama; J. A. Richards Company, Albion, Michigan; The Franklin Company, Chicago; The Anderson Printing Company, Macon, Georgia; Thomas Fennessy, Los Angeles, California; The Artcraft Company, Cleveland, Ohio; McMillan Printing Company, Monroe, Michigan; The Blair-Murdock Company, San Francisco, California; Quincy Photo Engraving Company, Quincy, Illinois; O. L. Lilliston, Phila-



An attractive program page by J. A. Bishop, Memphis, Tennessee.

Bank Note Company, Kansas City, Missouri; Aetna Insurance Company, Hartford, Connecticut; W. H. Slater, London, England; Security Blank Book & Printing Company, St. Cloud, Minnesota; Mercantile Press, London, England; Walkenhorst & Park Printing Company, Kansas City, Missouri; J. M. Anderson, Sacramento, California; The J. K. Gill Company, Portland, Oregon; Editor, *Graphic Review*, Calkins & Holden, New York; *The Madison Eagle*, Madison, New Jersey; William Pfaff, New Orleans, Louisiana; Fred Drig, Saint John, New Brunswick; A. Frank Williams, London, England; Daniel Troy Brantley, Philippine Islands; McMillan Printing Company, Monroe, Michigan.

### A Christmas Soliloquy

**T**O-MORROW we shall all again be at one another's throats, but to-day we are all brothers. To-morrow we shall all be bickering, quarreling, fighting without knowing why, but to-day there is peace on earth and good will to men. To-morrow we shall be busy again sweating and toiling for things that we don't need, things that we won't want when we get them, things for which we will sell our souls but which are not worth the effort of a whisper. But to-day a sweet contentment is ours. We are happy because we have helped to make others happy or else because others have striven to make us so. To-morrow will be another day and we shall all be other men and women; so let us rejoice and be glad that there is a truce to all our wicked doings. To-day we feel as we felt a year ago and two years ago—and as some of us have felt every year ago for many years. And to-morrow we shall all do as we did on all the to-morrows that followed the Christmases of the past. But if even a few of us could bring ourselves to make this next to-morrow another day like to-day; and if next year a few more should do the same; it would not be another nineteen hundred years before the chorus of the angels would be truth instead of hollow mockery. So to-morrow we shall go back to the marketplace, perhaps to face the last opportunity we shall ever have to do a little to earn the right to say that we have really lived, and that we have helped to make the world a little better when we leave it, than it was when we came into it. And if we do it not, an eternity of regret shall not exiate our failure. *Leonard W. Smith, in The Silent Partner*

SENT BY HORACE CARR, AT THE PRINTING PRESS, CLEVELAND

Now is come our joyouslest feast  
let every man be jolly;  
each room with ivy leaves is dressed  
and every post with holly.



Greetings: Frank Birmers



A Merry  
Christmas  
and Happy  
New Year

Armstrong  
Printing  
Co.

TO MY PERSONAL  
GREETINGS AT THIS  
HOLIDAY SEASON  
I AM PLEASED TO  
ADD ON BEHALF OF  
PHILIP RUXTON, INC.  
BEST WISHES FOR A  
VERY PROSPEROUS  
NEW YEAR

*By Leonard*

HUNTLEY S. TURNER, Ayer, Massachusetts.—The leaflet printed in brown and red on gray stock is very pleasing, and we have no criticism to offer on it.

R. H. OWEN, Kansas City, Missouri.—Both the bulletin and the card are very nicely gotten up, the card being unusually pleasing in its design and colors.

HENRY M. FLIEDNER, Savannah, Georgia.—All of the specimens are good, the card being especially interesting. We have no criticism to offer regarding any part of the work.

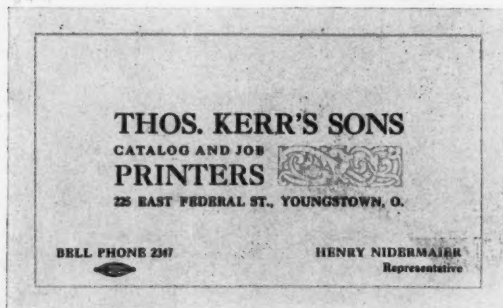
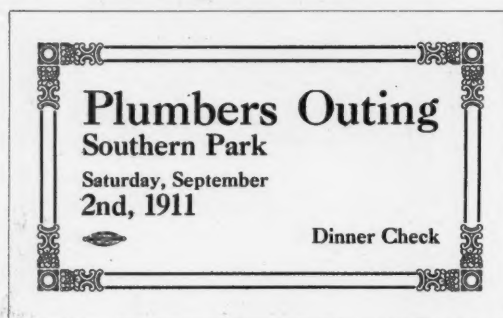
A. L. SHRAKE, Leavenworth, Kansas.—We congratulate you upon the excellence of the specimens sent. The type-designs are very satisfactory, and the color combinations unusually effective.

SPECIMENS from J. A. Bishop, Memphis, Tennessee, show a careful appreciation of neat typographical arrangements and a pleasing use of rules and ornaments. A program page, reproduced herewith, is very attractive.

FROM Henry Nidermaier, with Thos. Kerr's Sons, Youngstown, Ohio, we have received a package of unusually attractive commercial specimens. The

would suggest that, unless the rules are in the best of condition, you avoid the panels as much as possible, as there is nothing more unsightly than poor rule joints.

FROM the Abbott Press, Chicago, we have received an unusually handsome motto-card, printed in green, red and gold, and mounted on a green background. We show herewith a reproduction of it.



Cards by Henry Nidermaier, Youngstown, Ohio.

typography is excellent; and the color-schemes are all that could be desired. We show herewith reproductions of some of the designs.

MARK THOMPSON, Valley Junction, Iowa.—The Christmas greeting is exceptionally well gotten up, and we find nothing whatever to criticize, either in the arrangement or color-scheme.

H. EMMET GREEN, Arkansas City, Kansas.—The specimens are all neat and attractive, both in arrangement and color, the cover for the "Homecoming Week" program being unusually effective.

A MENU of the annual Christmas dinner given to its employees by The Paragon Press, Montgomery, Alabama, is an attractive piece of printing in red and green on white stock, with a mount of dark green.

GEO. W. SCOREMAN, Williamsport, Pennsylvania.—The greeting is very nicely gotten up, both in its arrangement and in the combination of colors used, and we have no suggestion to make for its improvement.

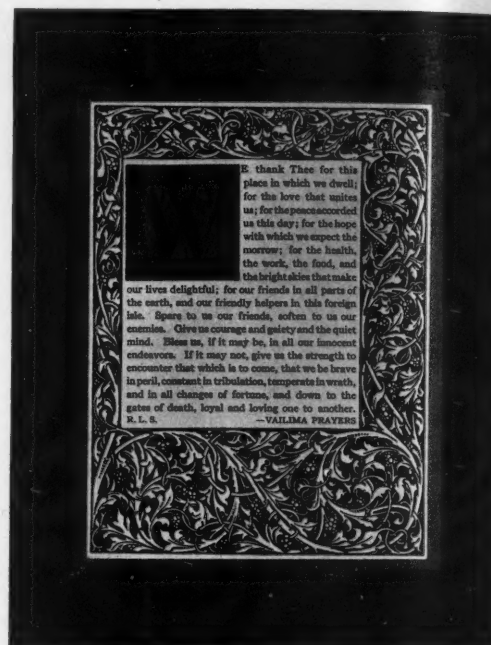
H. W. LEGGERT, Ottawa, Ontario.—Your specimens are, as usual, very effective in their general arrangement, and call for no criticism. The motto-card, printed in orange and brown on brown stock, is very pleasing.

A PACKAGE of commercial specimens from Ernest E. Adams, Toronto, Ontario, contains some pleasing designs, the most attractive, perhaps, being the cover of a Christmas greeting, a reproduction of which we show herewith. The original is printed in green, red and gold, on brown stock.

W. DICKSON, Uvalde, Texas.—The designs are all good, although on one or two of them we note that you have used considerable panelwork. We

would suggest that, unless the rules are in the best of condition, you avoid the panels as much as possible, as there is nothing more unsightly than poor rule joints.

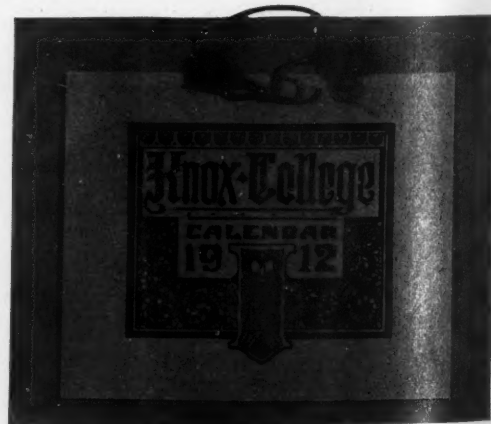
FROM the Abbott Press, Chicago, we have received an unusually handsome motto-card, printed in green, red and gold, and mounted on a green background. We show herewith a reproduction of it.



Motto-card by the Abbott Press, Chicago.

ALVIN E. MOWREY, Franklin, Pennsylvania.—With the exception of the fact that you have used too many type-faces in some of the specimens, your work is very satisfactory, and we find nothing in it to which we can take exception.

WAGONER PRINTING COMPANY, Galesburg, Illinois.—The calendars and year-books are exceptionally pleasing, and we congratulate you upon the excellent results which you have obtained in the production of this class



Attractive calendar by the Wagoner Printing Company, Galesburg, Illinois.

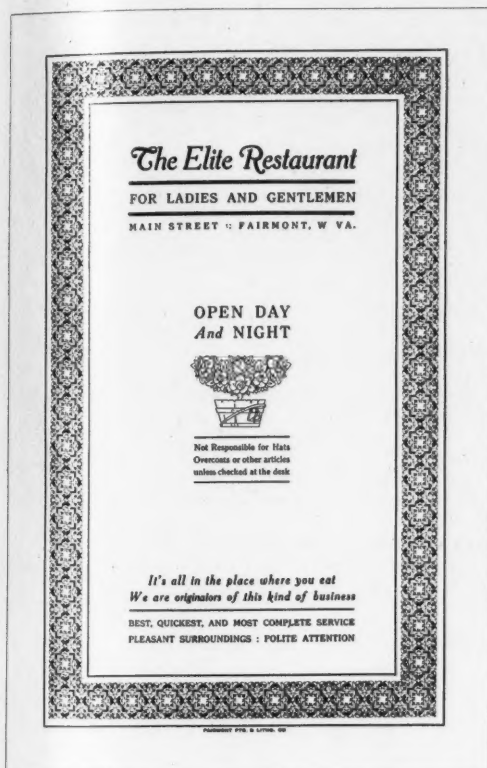
of work. The color combinations are very satisfactory, and we have no criticism to offer regarding either the colors or the general arrangement. We show herewith a reproduction of one of the pages.

JOHN MCCORMICK, Troy, New York.—All of the specimens are excellent and thoroughly in keeping with the high-class work which we have formerly

received from you. We find nothing whatever in any of the work to which we can take exception.

THE Geo. A. Powers Printing Company, New York, has recently been established in a new home, and announces the fact in an attractive folder, printed in black and red on brown stock, and with a half-tone illustration of the building tipped on the first page.

From the Fairmont Printing & Lithographing Company, Fairmont, West Virginia, we have received some unusually attractive commercial specimens,



Attractive typography by the Fairmont Printing & Lithographing Company, Fairmont, West Virginia.

reproductions of two of which we show herewith. The work is very satisfactory throughout, and there is little, if any, opportunity for criticism. The specimens which we have reproduced were printed in color.

A PROGRAM of the "Annual Round-up" of the Louisville Paper Company, Louisville, Kentucky, is at hand, and from the topics discussed at this gathering one can not but infer that a most excellent time was had. The program itself was neatly printed.

In an attractive booklet, entitled "Target Talks," A. H. Finn, of Detroit, Michigan, gives the outline of a post-graduate course of advertising which he, as chairman of the educational committee, conducted before the Adcraft Club, of Detroit, during the season 1910-11.

*Printology*, the house organ of the Regan Printing Company, Chicago, continues to appear in most attractive form. Printed in colors on heavy plate paper, with an elaborately embossed cover, the latest number is an excellent example of printing of the highest class.

A PACKAGE of blotters from C. A. Breakiron, Meadville, Pennsylvania, shows some interesting combinations and type arrangements. The text used on these blotters is very appropriate, and the decoration has been selected with especial care to its harmonizing with the reading-matter.

THE Exline-Reimers Company, Fort Worth, Texas.—While the specimens are very good in arrangement, some of them, especially the leaflet entitled "The Last Call," are rather strong in their color combinations, and we would suggest that more subdued harmonies would be more pleasing.

F. W. KERR, Anadarko, Oklahoma.—The note-head and blotter are both well gotten up, although we think that there is rather too much of the red on the blotter and would suggest a smaller quantity. We also think that you are rather unfortunate in being compelled to use cuts with coarse screens, as they are not very satisfactory when printed on this class of

stock. The note-head would be slightly improved in appearance if the green were a trifle brighter, as it would then contrast more pleasingly with the black.

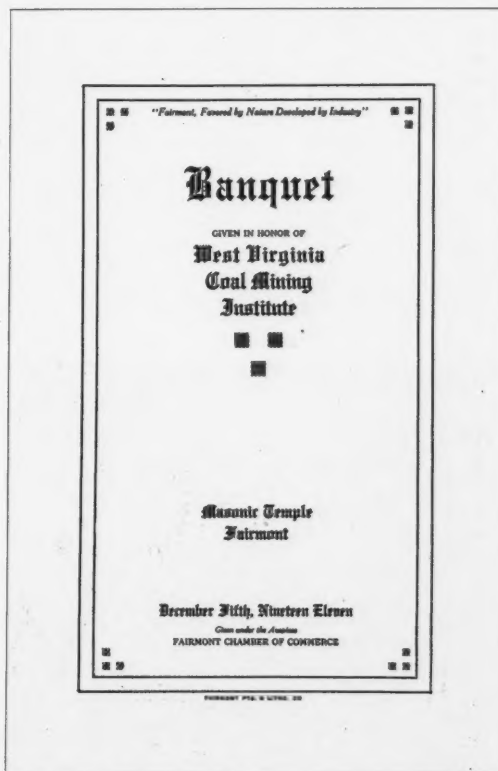
M. C. COATS, Madera, California.—The specimens are all very pleasingly gotten up, the bill-head and statement for the Madera Daily News being unusually satisfactory. We find nothing whatever to criticize in any of these specimens, and would especially compliment you upon the excellence of the color arrangements.

FRANK J. MERATH, Columbus, Mississippi.—The Christmas greeting is satisfactory in its type arrangement, although the printing is not at all good, neither the gold nor the ink being properly distributed. We think that if you were to omit the rules at either side of the second line of the card the effect would be more pleasing.

THE booklet recently issued by the Thomson Printing Company, Philadelphia, Pennsylvania, shows some most excellent examples of half-tone and line printing in black and colors, die-stamping and printing in various mediums, as well as embossing. The work is of the highest order, and reflects great credit upon the Thomson Company.

OWEN E. LYONS, Easton, Pennsylvania.—The specimens are all exceptionally neat in design and pleasing in color harmony, and we find no criticism to offer regarding them. We would especially congratulate you upon your excellent use of the old-style type-faces, the results which you have obtained with them being unusually satisfactory.

GEO. C. L. SNYDER, Salem, Oregon.—All of the specimens are well handled, both in design and color, the letter-head for the typographical union being an original and pleasing design. The blotter would have been slightly improved if you had printed it on some stock other than the yellow, as the color combination is not quite so satisfactory as it might be.



By the Fairmont Printing & Lithographing Company, Fairmont, West Virginia.

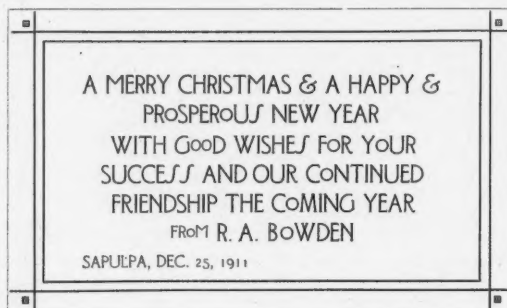
A. REINHARDT, Livingston, Montana.—Your commercial specimens are excellent, and are of the simple style which can always be made commercially profitable. We find little in them to criticize, although we note that in one or two instances you have used rules for underscoring lines which do not harmonize in tone with the type-faces used in the lines themselves.

We have received from Wm. Edwin Rudge, New York city, a most handsome calendar, consisting of specimens in four-color work, photogravure and offset printing, tipped on large, gray mats and surrounded by the

calendars. The work throughout is of the very best, the general arrangement of the calendar and the decorative effects being unusual in their treatment.

GEO. H. MALINGREN, New Britain, Connecticut.—The program which you have sent is original in its treatment and a very clever arrangement. We would suggest, however, that you exercise more care in the selection of the rules used in the making of panels, as the poor joints at the corners detract very much from the general appearance of the work. As an advertisement this folder should be unusually effective.

FROM C. Harmony, Sapulpa, Oklahoma, we have received another package of the excellent specimens which characterize this printer's work.



Neat typography by C. Harmony, Sapulpa, Oklahoma.

Among the most attractive and unusual in the group is a Christmas greeting printed in black and red on white stock, a reproduction of which we show herewith. The balance of the specimens are all good and call for no criticism.

From the Gardner Office Supply Company, Springfield, Missouri, we have received a booklet, entitled "A Trip Through the Printing Department," which gives, through its text and the numerous illustrations which it contains, an excellent idea of the scope of the printing department of this company. Photographs of the various heads of the departments are shown, together with illustrations of the machinery and workrooms.

R. J. McANALLY, Omaha, Nebraska.—While the specimens are all very nicely gotten up, we think that perhaps the most attractive is the cover of the booklet for The Nebraska Lodge, No. 1—A. F. and A. M.—a reproduction of which we show herewith. The original, printed and embossed in blue, gold and gray, on gray stock, presents a most effective appearance.



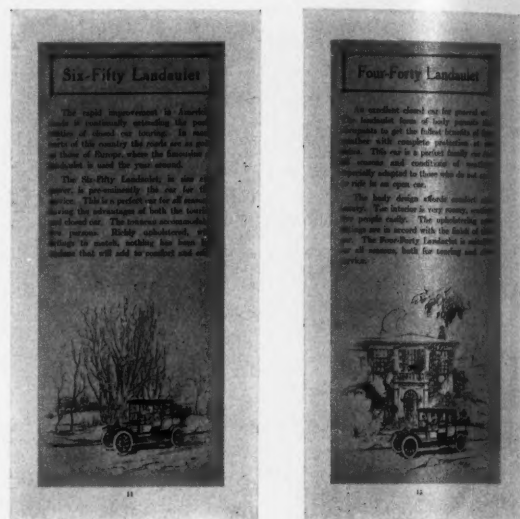
By R. J. McAnally, Omaha, Nebraska.

We show herewith a reproduction of the program of the annual supper of the London County Council School of Photoengraving and Lithography, London, England. The original is in colors and is exceptionally attractive.

EDWARD R. STEINLE, New York.—With the exception of the fact that the use of the light-face rules on the cover of the booklet for J. L. Hopkins & Co. is quite unsatisfactory, we have no criticism to offer regarding the specimens which you have sent. On the cover in question, the rules do not print at all well, and we think that the hair-line rules should be

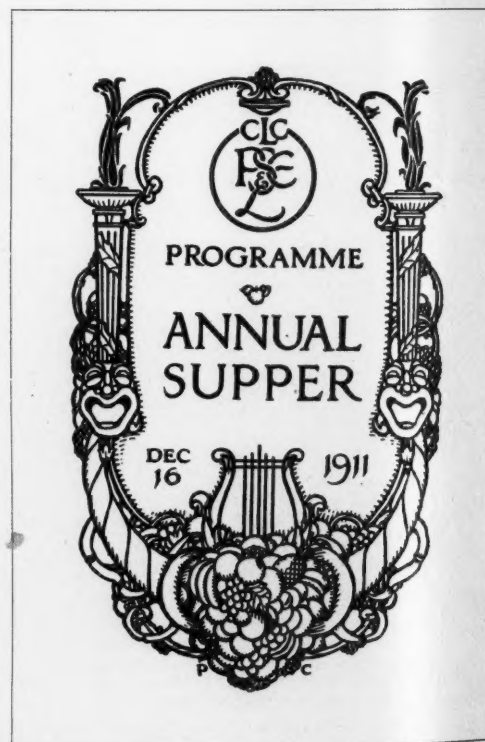
avoided in work of this class. The calendar is very pleasing in its arrangement and colors, as are the balance of the specimens.

FROM the Corday & Gross Company, Cleveland, Ohio, we have received the usual package of high-class booklets. These specimens, many of which are printed by the offset process, are unusually pleasing and effective. The



Attractive pages by Corday & Gross, Cleveland, Ohio.

designs are excellent, and quite up to the usual standard maintained by the Corday & Gross Company. We show herewith reproductions of two of the pages.



Program of the annual supper of the London County Council School of Photoengraving and Lithography, London, England.

We show herewith reproductions of pages from a folder recently issued by the Stewart-Simmons Press, Waterloo, Iowa. The folder is printed in colors and is exceptionally attractive in its design and general arrangement.

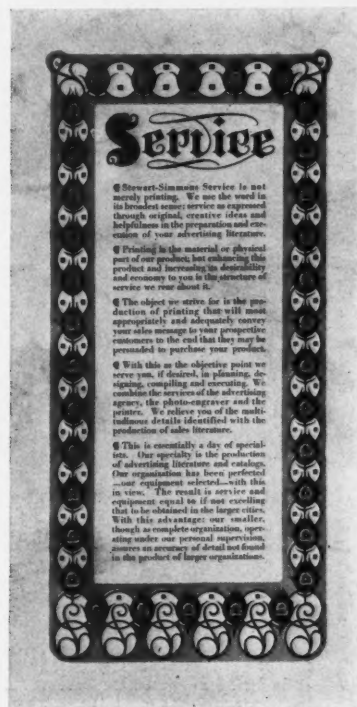
**THE DEKALB REVIEW, DeKalb, Illinois.**—The general appearance of the advertisements is very satisfactory, although we think that, perhaps, the use of heavy rule borders around them has been slightly overdone, and we also think that the use of heavy rules inside of the advertisements at the ends of groups or display lines is not desirable. Perhaps the use of lighter rules would give a better effect in the advertisements, especially those in which the type-faces and cuts are rather light and delicate.

**MARSHY-HARRIS COMPANY, Toronto, Ontario.**—Both of the catalogues are nicely gotten up, and neither one calls for much criticism. As a matter of personal taste, however, we would suggest that if a red-brown ink were substituted for the red on the inner pages of the catalogue entitled "Farm Power," the effect would be a little less flashy and more pleasing. The

cially on hard paper. This applies particularly to the panels at either side of the letter-head, printed in red and black.

**RECORD PUBLISHING COMPANY, Derry, New Hampshire.**—Perhaps the most pleasing of the specimens is the letter-head for the White Mountain News Bureau. This is quite original in its treatment, and very satisfactory. On some of the commercial stationery we would suggest that you make the type sizes a trifle smaller, as they are rather strong and bold. We would also suggest that on the title-page for the District Convention the addition of the second series is not desirable, inasmuch as the two type-faces do not harmonize in shape, and we would suggest that you confine the page to the text type.

**J. J. REEDER, Savannah, Georgia.**—The house organ is very well gotten up, although we would suggest that perhaps the use of a smaller amount of red on most of the pages would be an improvement. We also think that if you were to print the text-matter in black instead of green that it



Pages from a handsome folder by the Stewart-Simmons Press, Waterloo, Iowa.

bright red is not so satisfactory as the red-brown would be. The other catalogue is very nicely gotten up, and a great improvement over its predecessors.

**MAURICE L. CROWTHER, Osage City, Kansas.**—With the exception of the fact that you use rather too much red on specimens in which red forms a part of the color combination, we find little to criticize in the work which you have sent. Where red enters into the color combinations, however, one should be careful that but a small amount is used, as too much is liable to make the job flashy and cheap-looking. This also applies to the yellow which you have used on the labels, and we think that some other color, perhaps yellow-brown or yellow-green, would be preferable.

**M. M. SHELLHOUSE, Pennville, Indiana.**—Many of the specimens which you have sent contain too much red in their color arrangements. This is particularly noticeable on one or two of the specimens which are printed on yellow stock, the red and the yellow combination being very unsatisfactory. We would suggest that, for the yellow stock, a brown or blue shade would be more pleasing. Where you use red and black as a color combination, we would suggest that the red incline more toward an orange than you have used, as it then furnishes a better contrast to the black.

**J. WARREN LEWIS, Visalia, California.**—Of the specimens which you have sent, we like best the letter-head for the Visalia Land & Investment Company. The arrangement of this heading, together with the color combination used, is excellent, although the combination of colors is somewhat unusual. The balance of the work is all very satisfactory, and we have but little criticism to offer regarding it. We think, however, that where you use rules for panels, it is advisable that the rules be slightly heavier than ordinary light-face ones, as the latter do not print well, espe-

would be more desirable, especially on the coated stock. We would also suggest that some of the advertisements might be improved to a certain extent by confining them as nearly as possible to one series of type, and that, wherever possible, you avoid the use of condensed and square or extended letters in the same advertisement.

**CLAY P. WRIGHT, Park Rapids, Minnesota.**—The specimens are all very satisfactory, although we think that the letter-head would be improved if, instead of the light and heavy rules used for cut-offs, parallel rules of equal weight and slightly lighter in general effect than those used were employed. As the letter-head now stands, the rules are the strongest feature on it. The same thing applies to the small statement. The balance of the work is very attractive, although, perhaps, the use of a brighter red on the post-cards would be desirable, as it would make the titles, when run over the half-tones, a little more legible.

**KEITH ROGERS, Park Rapids, Minnesota.**—While the specimens are quite attractive in their general arrangement, we would call your attention to one or two points regarding them. On the title-page of the leaflet entitled "Local Program" we would suggest that the use of a lighter ornament underneath the main group of type would be desirable, as the ornament as it now stands is rather strong in tone, and to a certain extent overshadows the type. We would also suggest more careful spacing in this panel, and in the second line the letter-spacing of the word would be desirable, as it would allow of a smaller amount of space between the words. We also think that the use of slightly heavier rules would result in a better harmony between the rules and type. The other specimens are very good, although we note a tendency on one or two of them toward the use of rather large type-faces, and we would suggest that perhaps cutting down the sizes on some of them would be desirable.

# Apprentice Printers' Technical Club

NO. XV.—BY W. E. STEVENS,  
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

## PROOFREADING.

Aside from explaining the various marks used by proofreaders in making corrections, there is little that can be said regarding proofreading that will be of immediate benefit to most apprentices. Nor would it be advisable, even though practical, to give a routine of handling proofs of different kinds of work, for that is governed largely by

In the first place, a proofreader should have a practical knowledge of printing, especially as regards the different methods of composition — hand and machine. There are some nonprinters who have made good at reading proof, but employers agree that the most successful proofreaders, especially in the handling of jobwork, are those who were formerly compositors. Having set type, they can more

Insert a period .....	⊙	Wrong font .....	w.f.
Insert a comma .....	/	Superior letters or figures.....	✓✓
Insert a colon .....	:/	Inferior letters or figures.....	^ ^
Insert a semi-colon .....	:/	Transpose .....	ti.
Insert a hyphen .....	-/	Move to left .....	≡
Insert apostrophe .....	✓	Move to right .....	≡
One-em dash .....	—/	Move up .....	⌈
Two-em dash .....	—/—	Move down .....	⌋
Make a new paragraph.....	#	Straighten lines .....	≡
No new paragraph; run in.....	No #	Change to roman type.....	rom
Indent line an em .....	□	Put in lower-case .....	l.c.
Indent line one and one-half ems.....	□	Put in small capitals .....	s.caps
Indent line two ems .....	□	Put in capitals .....	caps
Push down; space showing.....	↓	Use italic .....	ital
Insert a space where ^ caret is marked.....	#	Wrong change; let it stand.....	stet
Correct uneven spacing.....	✓✓✓	Query; is this right?.....	Q. or?
Caret; insert .....	^	Something omitted; see copy.....	Out; see copy
Turn character to correct position.....	9	Use logotype characters.....	℞
Reduce space .....	⌋	Three underlines signify capitals.....	≡
Close up .....	⊂	Two underlines signify small capitals.....	≡
Take out character and close up.....	⊂	One underline signifies italic.....	—
Imperfect character .....	x	Use bold-face type.....	≡

FIG. 67.—Proofreaders' marks.

the legibility of the copy, the nature of the copy, the rereadings of authors' corrections, etc. Therefore, this lesson will deal only in generalities, and just enough of these to give apprentices an idea of what the requirements and work of a proofreader are, should they wish to make a special study of this phase of printing.

readily detect battered or wrong-font characters, bad spacing, variations in style, etc.

The reliable, all-around proofreader — one who can handle book, job or ad. work — must be a veritable walking encyclopedia. He should always keep abreast of the times; be acquainted with the important social, political, industrial

and commercial activities of his country and of the world in general. Also, he should be thoroughly familiar with punctuation, spelling, capitalization and the division and compounding of words.

In his book entitled "The American Printer," published in 1883, MacKellar says that "A thorough proofreader, in addition to a general and practical acquaintance with typography, should understand clearly the grammar and idiomatic structure of his mother tongue, and have, as it were, an encyclopedic knowledge of the names, times and productions of its writers, as well as an entire familiarity with the Bible especially, and with Shakespeare. He should

becoming a proofreader unless he has a natural penchant for good, sound, substantial, authoritative literature — and a good memory.

The work that a proofreader performs is to read proof-sheets and on them indicate, if necessary, the need for correction. He is held responsible for all typographical errors, and should correct all palpable errors. Furthermore, if he has any doubts as to the correctness of copy, so far as dates, figures and proper names are concerned, they should be queried or verified.

Every well-regulated printing-office of any size has a style-book or style-card of its own, governing punctuation,

Ready this month

Capo.

136 Pages, 65 Illustrations  
Handsome Board Cover

Trezise's New Book

## The Typography of Advertisements

Printed in Two Colors, Price, \$2.00

"Mr. F. J. Trezise, Dear Sir,—Allow me to compliment you on your book, 'The Typography of Advertisements.' It is the best, most complete summary of its kind I ever seen. I consider it invaluable to any job-printer who wishes to be competent in his trade. And I believe it to be just as useful for the man who writes or pays for the ad. as for the man who sets it."

In an article written by me recently for the Cyclopaedia of Advertising on the 'Use and Abuse of Type' I have taken the liberty of borrowing freely from your work, for I have been unable to find in any work on printing to which I have had access so admirable and so lucid a summary of the latest ideas on typography. One is tempted to call it the last word on that subject. Sincerely yours, C. S. Peterson, President, Peterson Linotype Company.

"Mr. Trezise certainly has the right idea. I think his comments on the opinion which ad. writers and compositors have of each other are excellent. The specimens of advertisements which he gives demonstrates so clearly the correctness of his conclusions that his articles can not fail to be beneficial very to all who are interested in advertising. And, who is there in any community that is not vitally interested in advertising in some form?" H. N. Kellogg, Chairman, Special Standing Committee, American Newspaper Publishers' Association.

Every ad. man—writer or compositor—should have it

THE INLAND PRINTER COMPANY

624-632 South Sherman Street  
CHICAGO, ILL.

FIG. 68.—Showing the method of marking a proof.

be, in fact, a living orthographical, biographical, bibliographical, geographical, historical, and scientific dictionary, with some smattering of Hebrew, Greek, Latin, French, Spanish, Italian and German. Yet all these accomplishments are valueless unless he also possess a keen and quick eye, that, like a hound, can detect an error almost by scent. There are eyes of this sort, that with a cursory glance will catch a solitary error in a page. The world is little aware how greatly many authors are indebted to a competent proofreader for not only reforming their spelling and punctuation, but for valuable suggestions in regard to style, language, and grammar — thus rectifying faults which would have rendered their works fair game for the critic."

All this may sound to many apprentices like an almost unattainable accomplishment; but, as the old saying goes, "the bark is harder than the bite." A grammar-school education furnishes the foundation for all these requirements, and on this foundation a boy can build to any height, according to his mental capacities. No apprentice should, however, entertain for a minute the thought of ultimately

capitalization, italicizing, etc., but under no circumstances should the proofreader change the copy of a careful, consistent writer in the matter of expression or construction of sentences. Badly prepared copy, however, should be changed wherever it is apparent that an error has been made.

In order that compositors will understand what corrections to make, the proofreader indicates such corrections by certain words, signs or characters. A list of these, together with an explanation of their meaning, is shown in Fig. 67.

In order to show a correct application of most of these marks we have prepared the advertisement shown in Fig. 68. Note how neatly and orderly each correction is indicated before or after the line in which it occurs, according to its position in the first or last half of the line, and how the diagonal lines intervene so as to give more distinction to the marks. These diagonal lines are usually placed after the points even though a correction stands alone, for in this way more prominence is given to the mark.

It might perhaps be well to state that this is a very "dirty" proof. Such careless composition reflects great

discredit upon the compositor, and would not be tolerated in most printing-offices. After the proofreader indicates the necessary corrections on a proof, it is returned to the compositor and he proceeds to follow these marks until every correction has been made. Fig. 69 shows the corrected advertisement marked up in Fig. 68.

\* \* \*

From Denver Typographical Union, No. 49, we have received three ads., the winners in a recent contest held for apprentice members of that union. These contests are held

Read the copy, the rules and the awards printed below, and don't neglect this opportunity.

#### THE COPY.

*Directions to Contestants.*—Set up the following copy for a letter-head, to be printed in one color—black. The copy is not to be changed—no words added and none omitted—but the order of groups of words may be rearranged.

The Harrison Printing Co. Manufacturers of High-class Commercial, Catalog and Color Printing. 632 Federal Street, Chicago, Ill. We Make Embossing a Specialty. D. B. Harrison, President. H. K. Ahrens, Vice-President. H. King, Secretary. W. E. Andersson, Treasurer.

READY THIS  
MONTH

136 Pages, 65 Illustrations  
Handsome Board Cover

## Treize's New Book *The* Typography of Advertisements

Printed in Two Colors, Price, \$2.00

"Mr. F. J. Treize: Dear Sir,—Allow me to compliment you on your book, 'The Typography of Advertisements.' It is the best, most complete summary of its kind I have ever seen. I consider it invaluable to any job-printer who is or wishes to be competent in his trade. And I believe it to be just as useful for the man who writes or pays for the ad. as for the man who sets it. In an article written by me recently for the *Cyclopedia of Advertising* on the 'Use and Abuse of Type' I have taken the liberty of borrowing freely from your work, for I have been unable to find in any work on printing to which I have had access so admirable and so lucid a summary of the latest ideas on typography. One is tempted to call it the last word on that subject. Sincerely yours, C. S. Peterson, President, Peterson Linotype Company."

"Mr. Treize certainly has the right idea. I think his comments on the opinion which ad.-writers and compositors have of each other are excellent. The specimens of advertisements which he gives demonstrate so clearly the correctness of his conclusions that his articles can not fail to be very beneficial to all who are interested in advertising. And, who is there in any community that is not vitally interested in advertising in some form?"—H. N. Kellogg, Chairman, Special Standing Committee, American Newspaper Publishers' Association.

Every ad. man—writer or compositor—should have it

THE INLAND PRINTER COMPANY

624-632 South Sherman Street  
CHICAGO, ILL.

Fig. 69.—Showing the corrected proof.

every month, and prizes are given to the winners of first, second and third places.

In this contest George Astler, with the Carson-Harper Company, received first prize; R. F. Lyarks, with the Great Western Publishing Company, received second prize; and Frank Taylor, with the Denver Publishers' Association, received third prize. Astler's design is reproduced on the following page.

\* \* \*

#### ANNOUNCEMENT OF A LETTER-HEAD CONTEST FOR APPRENTICES.

We take pleasure in announcing this month another contest to be held exclusively for apprentices. As in our business-card contest, each contestant will receive a complete set of the specimens submitted, and the first, second and third best designs will be reproduced in *THE INLAND PRINTER*, with credit given to the apprentices who set them.

That our former contest was a success is putting it mildly; but in order to make this second contest a greater success, and as an inducement for more apprentices to enter, we have arranged to give prizes to the winners.

#### THE RULES.

In order to provide each contestant with a neat set of specimens it is necessary to have a few rules, which all who enter must carefully follow out:

1. A contestant may send in as many different arrangements as he wishes, but one hundred (100) printed copies of each arrangement must be sent.
2. All packages to be mailed flat, and addressed to "The Apprentice Printers' Technical Club," 624-632 South Sherman street, Chicago, Illinois.
3. Specimens to be printed in black ink, on white bond paper, 8½ by 11 inches, exactly.
4. The name and address of the compositor must be printed on all of the copies, in the lower left-hand corner, in ten-point roman.
5. Each contestant must enclose 20 cents in 2-cent stamps, or in coin, to cover the cost of assembling and mailing to him a complete set of the specimens submitted. Canadian dimes may be used, but not Canadian stamps.
6. If two or more arrangements are sent in, no extra stamps are required.
7. All specimens must be sent in not later than March 25, 1912.

#### THE AWARDS.

First Prize.—Choice of the following books: "Correct Composition," "Modern Book Composition," "Plain Printing Types," or "Title Pages." These four books were written by Theodore Lowe De Vinne.

If literature is not desired, the winner of first prize will receive a complete set—six in all—of *THE INLAND PRINTER*'s specimen books, namely:

"Bill-heads," "Cover and Title Pages," "Envelope Corner-cards," "Letter-heads," "Cards and Tickets" and "Menus and Programs."

Second Prize.—Choice of the following books: "Design and Color in Printing," by F. J. Trezise; "Imposition," by F. J. Trezise; "The Practical Printer," by H. G. Bishop; or any four of the specimen books.

Third Prize.—Choice of the following books: "Concerning Type," by A. S. Carnell; "Vest-pocket Manual of Printing"; or any two of the specimen books.

Prompt Delivery

Phone Gallup 1090

**J. G. Reeve**

Staple and Fancy  
**GROCERIES**

*Fresh Corn-Fed Beef*

Corner West 26th and Elliot St.

Prize-winning ad. set by George Astler, in apprentice contest, at Denver, Colorado.

Read the rules of this contest very carefully and see that all are fully complied with, as failure to do so may debar your work. Special care should be taken to have the size of the paper correct.

When two or more arrangements are submitted each set should be wrapped separately and the several sets enclosed in one package.

#### THE LINOTYPE OPERATOR'S ASSIGNMENT WHILE WAITING FOR COPY.

Pawl Barr, who has always been considered a hot slug in the aviation business, gave an exhibition to-day. The dump was full of people who had come out to see him operate his machine.

The day was as bright as if it had been polished with graphite. The machinist having loaded the magazine with gasoline and pronounced everything O. K., the aviator slid into his elevator and threw on the clutch. The smoke ejected by the engine made the air look as though it had been sliced from the rear end of a composing-room.

His elevator ascended rapidly until about as high as the price of repairs. After the first advance, however, his machine proceeded to cast. The aviator had not expected this plunger, but with the aid of his parachute came down as slow as a crooked mat on a cold morning. The distribution of the machine was all over a forty-acre field. The aviator was luckier and lit on a matrix with only a bent shoulder and a battered ear, although as dirty as a proof. The crowd was as badly scared as a green comp. after a squirt, but stuck to its seats like metal on a spaceband and acted quite cam.

Pawl soon assembled himself and, saying it mitre been worse, called for his second elevator. With a "what-the-hell-box-do-I-care" start he was off his feet. After making three-quarters of a revolution around the field his machine began acting like a No. 1 when the machinist puts on a clean shirt, and soon made a recast.

N. B.—Pawl Barr will be buried in Gal. 13 of the dump reserved for Unprofane Comps. It is alleged that he will be quite lonely for a number of years. Obituary unnecessary. Ghost walks every Saturday.

..... SLUG 11.

Written for THE INLAND PRINTER.

#### HOW I MADE MY START.

BY AN INLAND STUDENT.



WOULD like to impress on young printers, and many of them, the value of studying the printers' magazines. A careful observation through more than a dozen years has shown that, without a single exception, every printer who could be called a first-class workman was a student of one or more of the magazines.

By student I mean that they did not simply "take THE INLAND PRINTER," but they read and reread, studied the specimens, patronized the various criticism departments, and, when criticized, did not "get hot and quit," but profited by the advice. I have seen in little, poorly equipped country shops men who were doing a high grade of work, and invariably a stack of well-worn magazines was conspicuous. Once in a while, discussing this question with a printer, I have been asked what was the use in studying when he "could get as much money without." A little story of my personal experience might show some one "the use."

A few years ago I was running a paper for a stock company. The salary was not very great; in fact, it was so small that, after living expenses were paid, there was but very little left. I wanted to get into business for myself, but it seemed out of the question. About that time the business men in a town not far away, being dissatisfied with the paper printed in the town, bought it for the purpose of selling it to some one who would give them the kind of a paper they wanted. I heard of the deal and arranged a meeting with the committee in charge. Before starting I collected a number of samples of jobwork, copies of the paper, and went through THE INLAND PRINTER and other trade publications and marked on the cover the numbers of the pages containing comments on my work, clippings from my paper, etc. This was my entire capital. The meeting was held in the directors' room of the leading bank, and represented the largest business interests of the town. After introductions, the chairman asked me to make my proposition. I arose and said in brief that I had had years of experience, some ability, but no money. I told them that I was satisfied I could give them what they wanted in the way of printing and newspaper work, and asked to be allowed to buy the paper and let it pay for itself. I then asked them to look at the samples of work and the magazines. One man said, "Fellows, no such work as this has ever been done in this town," and their talk showed they were pleased. I then excused myself, telling them to discuss the proposition in my absence and call me when they reached a decision. Shortly I was recalled and told that my proposition had been accepted, and I wrote my own contract. I had bought a \$2,500 business with only a few magazines and samples of work which I had learned to do through studying those magazines. The business is netting me a salary of \$18 per week and leaving something over \$100 per month besides. I believe it paid me to study the magazines; and THE INLAND PRINTER, king of them all, will continue to come to my address as long as I remain in the business.

#### WHAT THE LETTERS STOOD FOR.

"What do those letters stand for?" asked a curious wife of her husband, as she looked at his Masonic seal. "Well, really, my love," he replied, encouragingly, "I presume it is because they can't sit down."



# Question Box



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

### Loose-leaf Patent or Scheme.

(1069) "I would be pleased to learn if any of your readers are looking for a loose-leaf patent or scheme."

### Mailing-tubes.

(1084) "Will you kindly advise us where we can purchase mailing-tubes?"

*Answer.*—Chicago Mailing Tube Company, 435 South Hoyne avenue, Chicago.

### Wax-engraving Electros.

(1090) "If it is possible, will you inform me as to the names of concerns that make wax-engraving electros?"

*Answer.*—The following concerns are makers of wax-engraving electros, known now as cereotype plates: Frank McLees & Brothers, 18 Rose street, New York city, and the Globe Electrotype Company, Chicago.

### Tin Signs.

(1083) "Would you kindly place me in communication with a firm making a specialty of making tin signs?"

*Answer.*—The Charles W. Shonk Company, Maywood, Illinois, makes a specialty of lithographed tin signs. For hand-lettered and stencil tin signs, write B. F. Chase Sign Company, 22 North Fifth avenue, and the Cross Press & Sign Company, 1510 Dayton street, both of Chicago.

### Handling Daily Newspaper Circulation.

(1089) "Can you tell me if there are any books published upon the subject of handling the circulation department of daily newspapers, or any publications devoted to that question—something that gives the working details of the latest and best systems in vogue?"

*Answer.*—Our catalogue lists a number of books treating the method of securing circulation, but we do not know of a published work giving methods of handling it in the circulation department. Some of our readers may be able to offer suggestions.

### Piece Work—Eight-point on Ten-point Slug.

(1073) "Will you kindly inform us whether we should pay for composition on the Linotype, the operator working by the thousand, according to the face of type used or the thickness of the slug? That is, do fifty-one lines of eight-point make a thousand regardless of whether they are cast on slugs of a larger size than eight-point?"

*Answer.*—There is no established rule as to whether operators should be given the "white" on linotype slugs. According to agreement between the Typographical Union of Chicago and the Newspaper Publishers' Association, the operator receives only the face of the type, counting so many lines of solid type to a thousand, regardless of the size slug on which it is cast. In job-offices, however,

wherever piece work is in effect, the operator is given the "white"—in other words, the lead cast on the slug. We might add, in this connection, that very few job-offices are working on the piece-work system. It is our opinion that on newspapers generally, where piece work is in effect, the operator gets only the face of the type.

### Average Output of Junior Linotype.

(1086) "How many thousand ems, eight-point leaded, should a Junior Linotype machinist-operator deliver daily—ten-hour day—on an average, to be entitled to the wages of first-class man? During the ten hours he must light burner, wait for metal, care for machine in every way, etc.; all that is done on machine he is to do. Copy is average country-newspaper matter, set thirteen ems. I do not want 'records,' but what a man should deliver six days a week—fifty-two weeks a year."

*Answer.*—It is the opinion of our Linotype School instructor that from 3,000 to 3,500 ems an hour would be a good average under the conditions named in your letter.

### Separating Slip-sheets and Printed Sheets.

(1091) "Can you tell us the name of the concern that manufactures a machine for separating slip-sheets and printed sheets from a pile? If you know of such a concern we would appreciate your putting us in touch with it."

*Answer.*—The only concerns we have listed as manufacturers of slip-sheeting machines are the Chambers Brothers Company, Fifty-second and Media streets, Philadelphia, Pennsylvania, and the Gilbert & Harris Company, 416 North Fifty-second avenue, Chicago, Illinois. We do not believe the last-named company has its machine ready for the market. As to the work performed by Chambers Brothers' machine, we suggest that you write direct to the company for particulars.

### Gold Stamping on Job Press.

(1074) "I am sending you two samples of gold stamping done with a job press and gold size. The great trouble that we have is that the type does not cut the gold leaf clearly. It leaves a ragged edge. You will notice on the sample of velvet that the gold leaf would not stick to the sizing at all, and on the sample of cardboard the gold leaf sticks well enough, but the edges are very ragged, which will not do on this class of work. Can you give me a remedy for the above trouble?"

*Answer.*—For stamping on materials like samples submitted you have but little chance of success in doing the work on a job press. It takes heat to do it, and this you can get on a stamping and embossing machine. The binding medium required on velvet, watered surfaces and rough cover-stock is not size, but a powdered gum that melts under the heated impression. This is commonly known as

gilding powder, and it should be dusted over the part where the lead is to be laid. See bookbinding notes on stamping and embossing in the September (1911) number of THE INLAND PRINTER.

#### White Cloth for Children's Story Books.

(1071) "Will you kindly furnish us with the name and address of a manufacturer of a white cloth material, such as is commonly used in the making of children's story books?"

*Answer.*—The White Son Company, 500 Atlantic avenue, Boston, Massachusetts, manufactures what is known as white china cloth. Slade, Hipp & Meloy, 119 West Lake street, Chicago, can supply you with vellum de luxe. The Ideal Coated Paper Company, Brookfield, Massachusetts, manufactures a line of cloth-lined papers.

#### Hardening Agent for Plaster of Paris.

Dr. E. R. Bailey, 133 North Union street, Olean, New York, offers the following recipe, in answer to Question No. 881, July number of THE INLAND PRINTER: "Add plaster to water gradually until plaster sinks to bottom. Stir in about as much potassium sulphate ( $K_2SO_4$ ) as a case-knife would ordinarily hold on point. After cast is set, varnish with camel's-hair brush with a solution (saturated) of shellac and alcohol. This will make one of the very hardest casts. The finished cast, to make very smooth, could be rubbed with soapstone or commercial talcum powder."

#### Combination Blotter and Postal.

(1081) "I have a request for a combination blotter with return postal card attached. Can you inform me where this material can be bought?"

*Answer.*—Combination blotters and return postals can be made by any printer. Possibly they are carried in stock by specialty houses, but we are not aware of it. Blotting stock can be procured with either enamel or writing-paper finish on one side, and perforated so that part of it can be torn off for return postal. The Albemarle Paper Manufacturing Company and the Standard Paper Manufacturing Company, both of Richmond, Virginia, are large manufacturers of blotting-paper, and can give you full information as to whether the combination blotter and postal is carried by specialty houses.

#### Typographical Signs.

(1087) "Acting upon the suggestion of the Funk & Wagnalls Company, I write to ask if you have a leaflet or pamphlet giving the different signs and their meanings, as they are used in one way and another in books. For instance, the reversed 'P' and †, etc. I find many of these and others in my reading, and no books that I have seem to give their meaning."

*Answer.*—On page 2549, Webster's Dictionary, is given the full list of typographical signs, with definitions. We have no knowledge of any booklet giving definitions of these different marks. The signs mentioned in your letter are, respectively, the paragraph mark and the dagger, the latter being a reference mark—the second in order when more than one reference is made on a page.

#### Paper for Moving Picture for Advertising Slides.

(1072) "Can you tell me the kind of paper some of the moving-picture concerns are now using for advertising slides? The advertisement is printed on the paper in the regular way, the sheet of paper then placed between two lantern-slide glasses, and the printed part is thrown on the screen in black with white background, same as if the regu-

lar glass lantern-slide had been used. The fiber, or streaks, in ordinary paper prevents its use for this purpose, as it gives the background a mottled appearance."

*Answer.*—The grade of paper known as "Zephyr," silver-white in color, is probably the most transparent made. It should be printed with a full-bodied black ink, or may be printed with a heavy size and bronzed. The opacity of the print depends upon the amount of pigment held in the ink or by the density of the bronze. We believe you will be able to use the paper we refer to. It may be procured from the James White Paper Company, Chicago, Ill.

#### "Minerva" Printing-press.

(1075) "One of our clients in Latin America is very anxious to buy a printing-press as advertised under the name of 'Minerva.' Kindly let us know if you can give us the full name and address of the manufacturer of this printing-press."

*Answer.*—The "Minerva" printing-press was originally built by H. S. Cropper & Co., 33 Aldersgate street, London, E. C. It was also known as the "Cropper." Wesselhoeft & Zimmerman, 3 Farrington avenue, London, E. C., handle the "Phoenix" Minerva, and the Societ  Augusta, Torino, Italy, makes what is known as the "Ideale" Minerva.

#### Memorandum-books.

(1080) "We are looking for a book that has, among other tables of ordinary information, statistics of voting and elections which we can use for distribution in an advertising campaign. We would want to use a few pages for description and cuts of our own product. Can you put us in communication with the proper parties who produce such a pamphlet?"

*Answer.*—Through the courtesy of the *Novelty News* we are enabled to direct you to the following concerns which make a specialty of printing books such as you describe: Leather—The Red Wing Advertising Company, Red Wing, Minn.; the Peacock Company, Providence, R. I.; the Parisian Novelty Company, Twenty-second and La Salle streets, Chicago; Walker Longfellow, Boston, Mass.; Gartner & Bender, 22 East Twenty-fourth street, Chicago; Elwood Myers Company, Springfield, Ohio. Paper—Aluminum Specialty Company, Manitowoc, Wis.; Douglas Printing Company, 2112 South Western avenue, Chicago; St. Louis Button Company, 400 Lucas avenue, St. Louis, Mo.; the Arms Pocketbook Company, 336 Asylum street, Hartford, Conn.; Riverside Printing Company, Port Huron, Mich.

#### Paste for Bottle and Can Labels and Envelopes.

(1079) "A couple of my customers are having trouble with paste. Will you kindly tell me the best paste for labels to be put on bottles and cans; also best paste or mucilage for heavy bond envelopes?"

*Answer.*—The following are good recipes: For labeling glass: Yellow dextrin dissolved in cold or lukewarm water; to each ounce of dextrin add 1 grain of thymol. Or, gum arabic dissolved in boiling water, to which is added glycerin equal to one-fifth the weight of the water and gum. For labeling tin: Make an ordinary flour paste and add 1 ounce tartaric acid for each pound of flour, also a cupful of molasses. The molasses should be stirred in while mixing the flour. Envelope and stamp mucilage: Dissolve 1 pound of gum arabic in boiling water, then stir in 4 pounds of sugar. When dissolved, add 1 pound of starch, then let the mixture come to boiling. Dilute with water as needed. A cheaper gum may be made up by using dextrin for gum, glucose for sugar, then, after these,

adding boric acid to thicken and preserve. This mixture must not be boiled, however, as that would destroy the dextrin.

#### Mirror Printing Company.

(1033) "Can you give us the address of the Mirror Printing Company?"

*Answer.*—There is a Mirror Printing Company at Albion, Michigan, which makes a specialty of labels and stickers.

#### Die-cut Stock.

(981.) "Can you advise us where we could purchase die-cut stock?"

*Answer.*—Die-cut cards may be had from paper-dealers. But stock of any other kind or shape will have to be ordered from the papermaker to the die-cutting house. In ordering die-cut stock, first supply the finishing house with a cutting-die—that is, where it is a special one. If an ordinary die, the finishing house will undoubtedly have it in stock. The following is a list of Chicago finishing houses: American Finishing Company, 542 West Harrison street, Chicago; U. S. Finishing Company, 216 North Clinton street, Chicago; Story Finishing Company, 326 South Clinton street, Chicago; Standard Playing Card Manufacturing Company, 345 West Michigan street, Chicago.

#### Learning Kinds and Grades of Paper.

(1078) "I desire to become more familiar with the various grades and kinds of book papers, method of manufacture, their special uses, etc., so that when I pick up a piece of paper I will know its name (not maker), composition and the use for which it is best suited. Which one of the books named in your list will answer my purpose?"

*Answer.*—"The Manufacture of Paper," by R. W. Sindall, F. C. S., "Miller's Guide," by John T. Miller, and "Practical Papermaking," by George Clapperton, all are listed in THE INLAND PRINTER'S catalogue of books, and cover the subject thoroughly. To become familiar with the different kinds and grades of paper, a knowledge of the processes of making should be supplemented with a careful study and comparison of papers received from the dealers. All large paper houses issue sample booklets of the different grades of paper carried, each booklet having explanatory notes of the size, color, texture and finish, number of sheets to the ream, etc. We would advise that you write for samples of the different papers handled by these houses and then begin a systematic comparison.

#### Protecting an Invention.

(1077) "May I venture to ask your advice regarding the following: I have thought of an improvement on the job galley and am desirous of having a model made of same and having it patented, and would like to know how to go about it; that is, if it would be safe for me to have a model made without the idea being stolen from me. Would also like to know who makes such models, and about what the cost of a patent would be. Is there such a thing as selling the idea, and how could I protect myself in so doing?"

*Answer.*—Write a description of the improvement, with any illustrations or diagrams you may desire, being sure to make the nature of your invention perfectly clear. Then have two or three of your friends sign the paper as witnesses. Sign it yourself, using the term "Inventor" after your name. This forms evidence of the priority of your invention. The model may be made by any machinist or possibly a sheet-metal worker. A regular model-maker usually exacts a high price for his services. If the device

is of any value, you will have no trouble in selling it to some maker of galleys or dealer in printing supplies. Write to Patent Office at Washington for particulars as to cost of patent, and the taking out of caveat for protection of your invention.

#### Measuring "Dupes."

(1048) "A discussion has been raised in our office in regard to the proper way to figure out a scale with which to measure type ("dupes"), in both six-point and seven-point. Our measure is  $13\frac{1}{2}$  ems (pica) wide. The question is, How many lines to a thousand is right? The six-point comes out pretty even, 27 ems to a line, but the seven-point figures a fraction of an em per line, and a fraction of a line per thousand. What is the right thing to do with the fraction?"

*Answer.*—In measuring type, where the measure runs a fraction less than one-half an em over even ems, it is counted as a full half em. If the fraction is over one-half an em, it is counted as a full em. For instance: If there were  $23\frac{3}{4}$  ems of nonpareil, brevier or any other type in a measure, it would be counted as  $23\frac{1}{2}$  ems. If there were  $23\frac{1}{4}$  ems in the measure, it would be counted as 24 ems. Therefore, in  $13\frac{1}{2}$  ems pica there are 27 ems six-point to a line, and 37 lines to a thousand. In the same measure there are  $23\frac{1}{4}$  ems seven point (which is measured  $23\frac{1}{2}$ ) to a line, and 42 lines to a thousand. The rule relative to a fraction of a line is variant. The best plan is to make allowance on the measuring-rod for fractions of lines.

#### Rules Working up in Forms.

(1085) "Since working in this office I have had a great deal of trouble with rules working up in the forms of a sixteen-page turf journal. The columns are thirteen ems wide and thirteen inches in depth, with five-point rules to divide the columns. The type-matter is set on a Mergenthaler. The pressman has sometimes cut very narrow strips of cardboard (about one-eighth of an inch wide) and placed these between the rule and the matter. Sometimes this remedy works fine and again it does not. I would be greatly pleased if you would give me such information as would enable me to apply an effective remedy."

*Answer.*—The cause of column-rules working up is that linotype slugs are smaller at the bottom than at the top. For this reason special linotype column-rules are now manufactured and are for sale by the Keystone Type Foundry, Philadelphia, Pennsylvania, and the F. Wesel Manufacturing Company, 70-80 Cranberry street, Brooklyn, New York. These rules are made larger at the bottom than at the top, so that working up is prevented, and they also enable a better lock-up. You might take your old rules to a machine-shop and have them filed at the top. However, this probably would cost more than the purchase of new rules. Another method is to take a sharp-pointed instrument and make a zig-zag furrow (or deep scratch) along the side of the rule, full length, near the bottom, causing a burr, which when locked up will adhere to the slugs and prevent working up. The cardboard method is unsatisfactory.

#### THE SAME, ONLY DIFFERENT.

A man went into a Southern restaurant not long ago and asked for a piece of old-fashioned Washington pie. The waiter, not understanding and yet unwilling to concede his lack of knowledge, brought the customer a piece of chocolate cake.

"No, no, my friend," said the smiling man, "I meant George Washington, not Booker Washington." — *Ex.*

# Correspondence

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

## THE NEWSPAPER COMPOSITOR.

To the Editor:

BOSTON, MASS., Jan. 10, 1912.

The writer recalls reading in an issue of THE INLAND PRINTER of several months ago an article contrasting the labor of the newspaper composing-room with that of the same department in the job-office. The article referred to stated that, while the ad-composing-room force on the average newspaper has much leisure time "after edition," should a page ad. come up the "pipe" at midnight, this force of time-killers would at once become imbued, from desk to devil, with that hustle and jump necessary to get the copy into type and on the press.

The article also mentioned the fact that, while the ad-man had more leisure time at his work than the job-compositor, the latter was seldom required to put on top speed—while his brethren on the morning paper were more frequently called upon to exert themselves in order to beat the clock.

In reading the communication of E. W. Fields in the December number of your magazine, I could not but recall the article previously published and dwell upon conditions as they really are.

As a graduate of the country print-shop, I appreciate very much the sentiments contained in the letter of Mr. Fields.

As far as the "leisure hours" in the newspaper ad-room are concerned, they are a thing of the past. Like the foreman who knew his business, they have become a part of tradition. The average foreman of to-day is an individual who has had the position handed to him through priority or pull. And with the position he assumes the qualifications of the driver, evidently in the belief that so long as men are not loafing his position is beyond criticism in the publisher's view. It is immaterial what work the force is performing or making a bluff to do—and the foreman of the above caliber is often and easily fooled—so long as it is not enjoying any pleasure through conversation or otherwise, at the expense of the office, he is satisfied. There is nothing on the hook, every dead lead and letter has been returned to its place, and the force has divided itself into conversation squads. Then it is that this latter-day Legree overhauls the nooks and corners of the dead-racks in search of more in the line of "diss." with the object of breaking up this aforementioned leisure. He gives no thought to that page ad. which came up the tube at midnight on the day previous, and which put every man on the jump to make the edition. He little thinks that the following night might bring similar circumstances, and, despite his Legree methods, he expects that force to give all that is in it to save the day and, incidentally, his reputation with the front office.

The writer has met several of this class of foremen, and they are generally men who have grown up in the

office and anticipated the foremanship for twenty or thirty years, evidently giving thought only to "what I'll do when that other fellow resigns or croaks."

It is this same individual who, when a new sub. shows up, puts the first and only question—"Are you an operator?" He never asks, "Are you a printer?" At the present time the fellow who can thump the keys is the idol of this type of foreman. And why?

There is but one reply. He is too ignorant to see that while he is flooding his composing-room with operators and "machine men" he is not getting any printers—and the newspaper ad-room of to-day requires better printers than it did previous to the advent of the machine.

The term "machine men" is highly appropriate. Ninety-nine per cent of these "machine men" with whom the writer has come in contact are wholly incapable at the frame. They are "machine" men by name and vocation. Without the machine they are as useless in the composing-room as a shooting-stick on a battle-ship. In fact, a great majority of them are in a maze on anything but single-column straight.

The average apprentice of the newspaper composing-room quickly observes the lack of the knowledge of printing possessed by the "machine" men, and he at once assumes that he will steal the machine, get a card and join the "easy-money" aggregation. The apprentice neglects to learn the rudiments of hand composition because he has seen these fellows who possess less knowledge than he credits himself with owning "getting away with it." He gives little or no time to procuring a knowledge of printing, but is sorely ambitious for that last stretch of his apprenticeship. He finally gets it—and another "machine man" is on the market.

This ambition, or rather, lack of ambition, is contagious in every machine plant, where the boy can rivet his long-eyes upon the line-producer.

At this rate, where are the printers of the future coming from? The country office has been drawn upon to the limit or has adopted the machine way of doing things, and, instead of producing the best printers, like the city outfit, the rural establishment joins the list of incubators of "machine men."

The job-offices in the larger cities have been drawn on to a vast extent when real printers were "absolutely necessary" in the newspaper composing-room, so that a good job-man is now at a premium. And the apprentice of to-day who has no opportunity to clean spacebands or plungers is indeed a most fortunate youth, as he will be THE printer when printers are at a premium and "machine men" are a drug on the market. And the blame or credit for this state of affairs, in the writer's opinion, can be laid at the door of the average composing-room foreman.

EDWARD A. BOYLE.

## THE DEAF PRINTER.

To the Editor: COLORADO SPRINGS, COLO., Jan. 8, 1912.

In the two latest issues of THE INLAND PRINTER articles have appeared concerning the deaf printer. Now, in my opinion, these are timely in some respects; but, in many other ways, are simply an appeal in their behalf.

The main trouble with the deaf printer is simply because he was not trained as he should be. The old "hand-set days" are past; so are old methods. The deaf printer who learned the trade twenty years ago under those old methods can not reasonably expect to succeed, unless he is of the more ambitious class, and has learned present-day methods.

Even in this day of new and modern methods of typography, it is an assured fact that the trade, as taught in the majority of schools for the deaf, is not taught as it should be. The "old hand-set days" are still in vogue; in many cases the instructors are well along in years—graduates of the days of the old Washington hand press—and, when it comes to modern typography, they simply do not know where to begin. In other words, these instructors could not hold a position outside the schools that employ them. This assertion may seem pretty strong, but I stand ready to prove it.

Even the International Typographical Union has realized that printing as it was twenty years ago is obsolete; so to that end it conducts a school of instruction, where many "old-timers" learn the ways of present-day printing.

If all schools for the deaf were so fortunate as to possess an instructor like G. S. Porter, of the New Jersey school, there would be little cause for the deaf printer to fail in securing employment. Mr. Porter realized that the printing trade could not be of any material benefit when taught in the old way. After months of arguing he succeeded in having a Linotype installed, and an assortment of the latest type, rules, ornaments and initials added. The number of successful printers turned out by Mr. Porter can not be equaled by any school for the deaf in this country or any other.

So, do not blame the deaf printer for his incompetency—blame the school from which he graduated.

In some places the deaf printer is given steady employment, simply because he has a "pull" with the foreman; and, as far as competency is concerned, it counts for nothing—the "pull" is what counts. The same thing can be said of many of the instructors of the deaf printer—they know they can not make a success of their trade outside the school—but they hold these positions. It's the "pull" that counts. Under such circumstances what can we expect? Nil!

H. S. SMITH.

## HAD LARGE IDEAS AND NERVE.

The following notice was recently posted in the various departments of the *Herald*: "The executive committee desires to call attention to all employees of the *Herald* to its invitation for suggestions affecting the news and advertising columns of the *Herald* and its circulation, which if adopted or considered practical, will be submitted to Mr. Bennett, with the name of the employee making the suggestion." This response was received from a member of the pressroom: "Discharge the board of control and business manager and reduce the price of the paper to 1 cent." The gentleman was called before the board of control and questioned; but he refused to back water and told them that if the suggestion was not sent to Mr. Bennett he would forward a copy of it himself.—*New York Correspondence, Typographical Journal.*

Compiled for THE INLAND PRINTER.

## INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

## GREAT BRITAIN.

THE late Col. George Shirley Maxwell, chairman of the publishing corporation of Chapman & Hall, Limited, left an estate valued at £114,321 (\$556,172).

THE compositors at Dumbarton, Scotland, have recently secured an advance of 1 shilling and now receive 34 shillings (\$8.27) a week. Advances were also obtained at Cupar of 1 shilling, and at Kirkcaldy of 2 shillings.

It is announced that Sampson, Low & Marston are getting out a 3-guinea (\$15.32) edition of "Lorna Doon," which will be guaranteed to last a thousand years, being printed on hand-made paper and bound in a special leather.

THE members of the Scottish Typographical Association last December voted on a proposition to form an "Edinburgh Female Compositors' Branch, under the auspices of the association." The vote resulted favorably—1,927 against 1,050.

AS A result of a joint conference with the employers held last November, the printers of Perth, Scotland, obtained an increase in weekly wages of 1½ shillings (36 cents). The new scale of 32½ shillings (\$7.90) a week went into effect December 2.

AFTER forty-two years' service in the composing-room of the *London Morning Post*, T. Elden has been retired on a comfortable pension. The chapel recorded its appreciation of his worth and sterling qualities by presenting him with a handsome chiming timepiece.

THE late John Anderson, one of Glasgow's best-known printers, was beloved by the newsboys and other street urchins of the city. He would often take a small company of them into a restaurant and treat them to a feast of pies, because of which they christened him "Pie Anderson."

THE Caslon Type Foundry, of London, reports having received an order for about one hundred and forty thousand pounds of type, which is believed to be the largest single order for type ever received by any typefoundry. The report does not state the name of the customer, which it might be interesting to know.

JOHN STEVENSON, a member of one of the oldest printing concerns in Newcastle-on-Tyne, died November 18, last, aged seventy-one. Over forty-five years ago, in partnership with a Mr. Dryden, he started in business in St. Nicholas' Churchyard, close to the workshop of Thomas Bewick, the celebrated engraver. Mr. Stevenson was still at work the day before his death.

At the recent sale of the Huth library a copy of the 42-line, or Mazarin, Bible sold at £5,800 (\$28,317). A vellum copy of the Vulgate, dated 1462, brought £3,050 (\$14,838), and a copy of the same work on paper went at £1,900 (\$9,243). A fifteenth-century manuscript of the Apocalypse, in old French characters on vellum, with a beautifully hand-painted miniature and an illuminated border on each page, sold at £3,550 (\$17,270).

THE leading typefounders of the United Kingdom are contemplating reducing the discount on type from ten per cent to seven and one-half per cent for cash and five per cent for three months' time. Besides the recent increases in the cost of labor and material, and extra clerical labor due to handling type on the old and new bodies, another interesting reason is given—namely, that "the present cheapness of money, as compared with its value some thirty or

forty years ago, renders almost ridiculous the allowance of ten per cent discount, which was then arranged." This evidently recognizes the quantitative theory of money as explaining in part the "rise in the cost of living."

THE gross profits for the last fiscal year of the Linotype and Machinery Company, Limited, as stated at a directors' meeting on November 27, were £158,707, as against £118,725 the previous year (\$772,109 versus \$577,597). The presiding officer, Sir Joseph Lawrence, said a noticeable feature of their business had been that, while labor and materials were now higher than they were years ago, Linotypes of the same class as were made twenty years ago remained practically at the same price. By the introduction of the Linotype the public, the newspaper proprietors and the printers had benefited and the operators had not suffered. The introduction of labor-saving appliances in the past had been attended by the displacement of labor, but in the case of the Linotype those workers who in the early years of its history had been temporarily displaced had been reabsorbed through the impetus given to the printing trade by the use of the machines.

ONE Louis Rothenberg sued the London and Provincial Society of Compositors for one week's unemployed benefit (14 shillings), which under the rules of the organization had been refused him. The matter came up before the city of London court on last November 28. The society, through counsel, announced its principal defense was that it was a trade union and therefore an "illegal" society, and, this being so, under the Trade Union Act of 1871, cap. 31, the plaintiff was debarred from recovery, as the court had no jurisdiction. This view was taken by the court as correct, and it dismissed the case. In giving judgment, Judge Lumley Smith said that, so far as he could see, the rules of the society were in restraint of trade, although a man need not go into the society unless he liked. It was rather unusual to find a trade union setting up that it was an illegal body, but there it was. He could quite understand them in saying that the matter should be settled by their own people.

THE London branch of the Electrotypers' and Stereotypers' Association has entered into a five-year agreement with the Stereotypers' Trade Protection Association, by which the working week is fixed at fifty hours and the minimum wage at 44 shillings (\$10.71). All public holidays are to be paid for and overtime is to be paid to members working on such holidays. An increase of 4 shillings per week took effect November 1. Because of this new scale the prices for electrotypes and stereotypes has been raised, the new rates being as follows: Electrotypes, unmounted, 1 penny (2 cents) per square inch—minimum, 6 pence (12 cents); mounted on wood, 1½ pence (2½ cents) per square inch—minimum, 6 pence; mounted on metal base, 3 pence (6 cents) per square inch—minimum, 1 shilling (24 cents). Stereotypes, ¾ penny (1½ cents) per square inch—minimum, 4 pence (8 cents). Nickeled stereotypes, ¾ penny (1½ cents) per square inch—minimum, 5 pence (10 cents).

#### GERMANY.

ON account of the recent advances in wages a number of German journals have increased their subscription and advertising rates.

ON last October 1 the German Typographical Union had 65,427 paying members and assets of the value of 8,721,959.21 marks (\$2,075,826.29).

THE government printing-office of Germany has installed a rotary press for printing postage-stamps. Up to

1900 the stamps were printed on hand presses, then on cylinder presses. The new rotary has several times printed two million stamps a day.

THE *Zentral-Zeitung für Optik und Mechanik* seriously informs its readers that "Gutenberg was led to invent typography by noting the impression of a horse's hoof in the dust of the street."

THE master printers' society of Berlin has issued a notice to the public of an increase of ten per cent in the price of printing, because of the new employees' wage-scale, to take effect January 1 of this year.

A PRESS manufacturer dunned a printer who had bought a machine, saying that he had had it a year without making any further payments. "But," replied the dunned, "I do not know that I owe you anything. When I got the press you said it would pay for itself in six months."

REPEATEDLY foreign craft journals do THE INLAND PRINTER the honor of reproducing excellent specimens of typography shown in its pages. The latest to do so is the *Journal für Buchdruckerkunst*, of Berlin, which in several issues copied freely from these pages, giving proper credit.

HERR ARTHUR WOERNLEIN, managing director of the German Book Trades Association, with headquarters at Leipsic, died on December 11, 1911, aged fifty. He had been officially connected with the association since 1897, and being an able and affable man was generally well liked. Your scribe had the pleasure of meeting him in the summer of 1906.

THE D. Stempel typefoundry at Frankfurt a. M., and the Mergenthaler Composing Machine Company, of Berlin, have put on the market a new type-body, measuring 6½ points, which they call "Insertio." It is mainly designed for want advertisements in newspapers, and four faces for such use are shown—light and heavy face German and light and heavy face Roman.

A METHOD to supersede overlaying by interlaying printing-blocks and cuts has been introduced by Doctor Albert. In this method an impression of the block is taken on a sheet of thin zinc, protected on the reverse side, which is then etched. The etching is kept up until only the shadows are unaffected, the thickness of the sheet thereby becoming graduated from the deepest to the lightest tones. This plate is fastened to the underside of the printing-plate, and before mounting considerable pressure is applied on a level slab, so that the contour of the surface of the plate is made to correspond to the thickness of the zinc interlay.

AN item going the rounds of the German press states that bills of fare (menus) originated in 1541. During a session of the Reichstag at Ratisbon in that year there were naturally many banquets. At one of these the Grand Duke Heinrich of Braunschweig had a long slip of paper before him on the table, which he frequently consulted. Duke Hugo, of Montfort, a neighboring banquetier, wondered at this, when Duke Heinrich showed him the slip, on which the chef of the kitchen had listed all the edibles and drinkables in due rotation. The idea at once became popular with the participants of the feast, who introduced such bills in their own houses.

THE production of "penny dreadfuls" (*Schund-Literatur*) appears to be as flourishing a business in Germany as elsewhere. The latest calculations indicate that the youth of Germany spent \$15,000,000 for this sort of mental pabulum in 1908-09. As in America, England and France, the subject-matter is mostly crime, and criminals and detectives are generally the heroes. Marie Corelli and Hall Caine would surely be satisfied with sales approaching some of

these — 100,000 to 150,000 copies. The industry appears to thrive with the agitation against it, for, although there is a society working strenuously for its discouragement, the output in the year previous (1907) was valued at but \$12,500,000. Yet \$15,000,000 a year on "blood and thunder" literature, while deplorable of course, is hardly an extravagant expenditure. In German coinage it represents 6,000,000,000 pfennigs, which, divided among a population of 65,000,000, would mean but 94 pfennigs (22½ cents) a head, or \$1 a year for each family.

BEING an American, your correspondent ought to love the town of his birth, but it happens that he doesn't, and therefore it will not be named. But he does love that thousand-year-old city of the Palatinate, within sight of which his father was born — namely, Spire (or Speier in its own speech), a place founded by the Romans on the left bank of the Rhine. Spire is brought to one's attention just now by the fact that the *Speierer Zeitung*, which had its beginning in 1781, on last October 28 attained the one hundredth anniversary of its possession by the Kranzbühler family, from Johann Friedrich to the present Julius Kranzbühler. A special edition was issued to celebrate the occasion. Among its contents was an interesting article about the early printers of Spire, who were among the first to spread the black art abroad. There was Johannes de Spira, who had a printing-office in Venice in 1469, followed by Wendelin of Spire (1470-77). A Spire craftsman also brought the typographic art to Granada in Spain. Johann Schwab printed at Lyons and Pforzheim, Ludwig Dietz at Rostok, and Bartholomäus Kystter at Strasburg, all coming from Spire in the last years of the fifteenth century. Two men whose names have eluded the historians had offices in Spire in 1471-72. After them the Drach family brought renown to the city with their printing-office, from 1477 to 1530. The brothers Conrad and Johann Hist printed here from 1483 to 1520. Spire being about half-way between Mayence and Strasburg, and almost as important a place as either, it is no wonder that printing took an early hold there.

#### FRANCE.

AN official report on wages and cost of living in France shows that the present hourly wage for compositors in Paris and Marseilles is 14½ cents; in Bordeaux 13 cents, and in Lille 7½ cents.

FRENCH journals have but one daily edition. Most papers of Paris appear on sale about 6 A.M., *Le Matin* being the earliest. *La Patrie* appears at 3 P.M., *L'Intransigeant* and *La Presse* at 6 P.M., and *La Liberté* and *Le Temps* at 7 P.M.

THE Paris pressmen's local union, by a small majority vote, has decided to grant an amnesty to such former members who after the strike of 1906 gave up their membership. The object is to strengthen the organization preparatory to asking for a wage increase.

THE noted author, Anatole France, who was once a compositor, recently brought suit to enjoin Lemerre, the publisher, from issuing a history of the French people, which the author had written some twenty-five years ago for Lamerre, but which the latter had taken no steps to publish until now. The author based his suit on the plea that his views had changed during this long time, since the new discoveries made in the archives of the country had put historical matters in a different light for him, and the work could not now appear as one for which he should be taken as sponsor. The publisher argued that, as a publisher, he was a better judge of the opportune or proper time when

a book should be issued — when it would be most profitable to him; besides, he had paid the author for the work, and its owner had a right to do with it what he pleased. The plaintiff's counsel then showed how little France had been paid for the work, he being at that time a mere assistant in Lemerre's book store, and that to-day the publisher wanted to trade on the fame he had gained since then as an authority on historical and philosophical subjects. The court decided in favor of the author.

LAST November it was one hundred years since Napoleon I. signed a decree that all publications appearing for sale should be listed, so that he might become acquainted with all literary works issued in France. This gave rise to a weekly publication—*La Bibliographie de la France*—which gives the titles of all current issues that are entered, as per law, at the Ministry of the Interior, to secure copyright. This bulletin is published by the Cercle de la Librairie et de l'Imprimerie. It misses the titles of many books, however, because some provincial publishers neglect to regard the copyright provision.

THE editor last month told of his woes because of the misplacement of the word "only" in an editorial squib, and, as usual, the proofreader does not escape without some blame. This correspondent has had some of his matter appear differently from what he intended it should be, but, not being able to refer to his manuscript, he hesitates to blame either the compositor, the proofreader — or himself. Foreign words and names seem most prone to getting awry. One example, whose aberration was a bit peculiar, may be noted. In the last September issue, page 876, in an item under the subheading "France," was noted the cost of a proofreader's error, in a case where "drops" was in the first edition of a book, but appeared as "grams" in the second. Your scribe was vexed when he saw that "grains" was printed instead of "grams." On referring to his preparatory notes he found that he had written "grams" therein; but the paper was of a poor grade and somewhat bespecked, and it so chanced that the *m* of the word came under a speck and was made to resemble *in*. Hence it was quite possible that, when rewriting in a more readable script (for the benefit of the compositor), he read it and copied it as "grains." And yet "we hae our doubts."

THE Central Committee, or executive council, of the French Typographical Union (La Fédération Française des Travailleurs du Livre) recently suspended the Paris local pressmen's branch, the cause of this being given as follows: The pressmen's local, which appears to have a large majority of radical-minded members, nominated four radical candidates to stand at the last election for representatives on the Central Committee. The committee, which on the whole is moderately conservative — at least not rabidly socialistic — induced four other pressmen to run who were more in accord with its milder policies, and these received a large majority of the votes cast at the election, which was held last spring. This so angered the radicals that they brought about the exclusion of these four victors from their union, on the ground of infraction of its rules — some dubbing them traitors to its interests. The Central Committee, after a lengthy correspondence between the two bodies, and after three months' grace, made reprisal by suspending the pressmen's local until the next general convention of the federation, which will take place in 1915. Then the local compositors' branch took up the matter in sympathy with the pressmen, and called a meeting of all craftsmen to voice a protest. But the Central Committee does not take this seriously, as it falls back on the support of the provincial locals, which are not so

radical-minded as those of Paris. And here the matter rests at last accounts.

## RUSSIA.

THE compositors in the Warsaw printing-office struck in the early part of last December, and all papers except the official *Dnevnik* had to suspend issues. Later the employers gave in and accorded wage increases of from five to fifteen per cent.

A STORY going the rounds of the papers of Germany tells the following about Duke Dmitrij Alexandrovitch Tolstoi, who in the eighties of the last century was minister of the interior of Russia, and who, besides being notorious because of his real Russian methods in the supervision of universities and the regulation of students, got some fame as a declared enemy of the art of printing. One day one of his subordinates, to whom he had granted a vacation, came to take farewell of him. "I wish you a pleasant trip," the Duke said; "where are you going?" "As far as the Rhine, your excellency. It would please me to execute any commission you might have." "A commission—none that I know of. . . . Apropos, will you reach Mayence?" "I expect to be there several days, sir." "Well, then you may do me a great favor by going to the monument of Gutenberg, and spitting in the fellow's face three times in my name."

## SYRIA.

A BANKER in Beyrut, Viscount Philippe of Tarrazi, over twenty-five years ago began the collection of Oriental newspapers and publications. This was no easy undertaking under the reign of Abdul-Hamid, when everything was suppressed which in any way seemed to favor liberty. In writing to a friend, the Viscount says: "I have secured a considerable number of precious rarities. It would be needless to enumerate the troubles I have had in attaining my ends, in a country where the persecutions by Abdul-Hamid have destroyed all Oriental literary products during a reign of thirty-three long years." His collection contains exclusively publications in the Arabic, Turkish, Armenian, Syrian, Persian, Tartaric, Japanese, Chinese, Indian and Hebraic tongues. It is no doubt the most complete collection in the domain of the Mohammedan press.

## HOLLAND.

THE subject of printing costs is also under consideration in the Netherlands. E. J. De Groot has compiled a work entitled "*Handleiding bij het Preijsberekenen van Drukwerk*" ("Assistance in the Reckoning of the Cost of Printing"), which is published by the *Nieuwe Tijd* printing-house, 20 Raamgracht, Amsterdam.

ON last November 26 occurred the death of Joh. Enschedé, the head of the old and well-known Enschedé typefoundry and printing-office of Harlem. The deceased was a most industrious man and remained hard at work, even though in later years a painful malady was a constant hindrance. His deeds brought him many honors, and he will be much missed in Dutch printerdom.

## SPAIN.

KNOWLEDGE of the whereabouts of one Salvador Albert Marqués, a printer who left Spain some thirty years ago, is asked for, because of an important heritage. Any information may be sent to the editor of *La Typographie Française*, 62 Rue Saint-Antoine, Paris, France.

THIS coming spring the Circulo des Bellas Artes, of Madrid, will hold an exposition of graphic industries, comprising displays of machinery, tools, papers, inks, books, periodicals, posters, calendars, view post-cards, diplomas,

etc. Three degrees of honor certificates will be awarded for the best exhibits.

## JAPAN.

A NEW magazine has been started, whose translated name is *New Japanese School*, to propagate a new alphabet for the language, one more in line with the modern needs of the people than the ancient one. This contains twenty-four letters from the Roman alphabet, to which are added forty-seven other simple and twenty-five accented characters.

## AUSTRIA.

THE fifty-year-old daily, *Das Vaterland*, of Vienna, ceased publication on January 1. The presumable cause of this is the fact that its owners and editors stubbornly refused to adopt modern ideas and methods, *Das Vaterland* being to-day in every particular what it was when started.

## SWITZERLAND.

THE record of having worked fifty-eight years for one concern was gained by Johann Müller, foreman of the Stämpfl & Co. printing-office, in Berne. Herr Müller's death occurred early last December, at the age of eighty-three.

## PROGRESS IN PHONETICS.

Students of phonetics and the admirers—and others—of the "nu spelin," beloved of Mr. Carnegie, will be interested to hear of the birth of yet another new language, the genesis of which is attributed to dissatisfied Esperantists. It is called "tutonish," and in some respects is a kind of abbreviated longhand. Thus "be" is written "b"; "been," "bn"; "and," "n"; "etc.," "nst"; "or," "r"; "so," "s"; "to," "t"; "of," "v"; and "as," "z." The days of the week are: eniad, tvod, triad, firad, feivad, sixad and sevnad; and an ox is "oks," cow is "ko," calf is "kalv," mare is "maer," "filly" is "filfli," etc. There are no capitals and very little punctuation, if one may judge from a pamphlet setting forth the claims of "tutonish," in which we are told "z this is a friendly international effort to simplify n reunite our diverse irregular n complex teutonic mother tongues into one single simple regular phonetic n euphaneous tutonish union tongue for the whole teutonic race, it is therefore really one v the greatest missionary undertakings v the twentieth century." If this is a fair sample of it, some of us would choose for it a shorter description, and a strictly phonetic one at that.—*Stationery World*.

## HAD BEEN THERE, TOO.

Father Cavanaugh, president of Notre Dame University, is credited with telling the following story at a recent banquet:

"There is the Swede. The men, vikings of power and energy; the women, gentle, patient, and with a wonderful faculty of unconscious humor. You may have heard of that sympathetic soul who entered into the sorrows of the family in such a beautiful way. She had noticed that the son and heir whom she had never seen before had appeared for a short time around the holidays. She observed that he disappeared shortly after and that his mother wore a look of sadness, and so she said: 'I see your boy come a while home and now he has gone again. Is it something wrong?' To which the proud mother replied, 'Oh, Charley has been in Yale for the last four months and now he's gone to Yale again.' Shadows lurked within the eyes of the sympathetic maid servant as she answered. 'Ah, yes, Ay know. Ay have a brother ban in yail several times, too.'"

# Newspaper Work

BY O. F. BYBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Bybee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

## Ad.-setting Contest No. 33.

If you missed the announcement of Ad.-setting Contest No. 33 in last month's INLAND PRINTER, do not fail to look it up. There is not much composition on the ad. and it will pay you to enter the contest and receive all the benefits. Remember, every compositor who sends in his ideas of how the ad. should be set receives a complete set of the ads. submitted. This means that he will probably receive a package containing in the neighborhood of two hundred ads., all set from the same copy by different compositors. Even if you do not win a place in the honor roll, the labor of setting the ad. will be well repaid. There is still plenty of time to enter the contest, as it does not close until February 15.

## Request for an Unusual Rate-card.

BROOKLYN, NEW YORK, January 8, 1912.

Editor, Inland Printer, Chicago, Illinois:

DEAR SIR,—I have been wrestling for years with a rate-card for our weekly publication of about 5,500 circulation. I have tried a flat rate, but found it will not work. Would you take the trouble to compile a rate-card that would be suitable for us, for one, two, three and four insertions, two, three, six and twelve months, from a maximum of 50 cents to a minimum of 37 cents? No reduction for space—that is, rate for 10 inches should be ten times as much as for 1 inch.

Thanking you in advance, I am, Yours truly, J. A. HARPET.

It is rather unusual for a paper to allow a time-discount and not a space-discount, but it ought not to be difficult to arrange a card that would be satisfactory. It is customary to allow a greater reduction *per inch* for the first few insertions than is allowed on contracts for six months or a year. In the card below there is a reduction of about 1 cent per inch for the first eight insertions and a little less reduction per inch on longer contracts:

	Per Inch.	Total.
1 week .....	\$0.50	\$ 0.50
2 weeks .....	.48	.96
3 weeks .....	.47	1.41
1 month .....	.46	1.84
2 months (8 weeks) .....	.44	3.52
3 months (13 weeks) .....	.42	5.46
6 months .....	.39	10.14
1 year .....	.37	19.24

If you wish a pro-rata reduction from the first insertion to the fifty-second (yearly order), reducing the price as stated from 50 cents to 37 cents, this is very easily figured, as the average is exactly a quarter of a cent per inch, and the card would read thus:

	Per Inch.	Total.
1 week .....	\$0.50	\$ 0.50
2 weeks .....	.49½	.99½
3 weeks .....	.49½	1.48½
1 month .....	.49¼	1.97
2 months (8 weeks) .....	.48¾	3.86
3 months (13 weeks) .....	.47	6.11
6 months .....	.43¾	11.37½
1 year .....	.37½	19.37

## Christmas Issues.

The season's output of Christmas issues is apparently just as big and perhaps a little bigger than in previous years, and the proportion of illuminated stock covers to special covers remains about the same. The stock cover is far less expensive than a special cover produced in the home office, and many times more attractive. Unless the publisher of a country weekly can afford to spend the money necessary to get out something really worth while, it would seem that these ready-made covers answer the purpose very nicely, and while it is a commendable ambition to desire something different from others, the publisher should remember that his subscribers will not see any other paper with the same cover, even if he does discover several among his exchanges. Many publishers make it a point to secure an annual ad. from as many as possible of their local manufacturing establishments for their annual Christmas numbers. This is a good plan, of course, but why not get your manufacturers in the habit of advertising in an "Annual New Year's Number," instead of crowding their business into an issue which is already full of the announcements of merchants anxious to secure the holiday trade? A New Year's number, giving a résumé and statistics of the year just closed, will be a much more appropriate place for the advertising of the local manufacturers, and the advertising will be of more benefit to them, too. In some of the medium-sized cities this is being done by daily papers, and it would be a good move for publications in the smaller towns—even the weeklies. It is all very nice to have one big, thick issue, but there is less expense in the other plan. Another scheme that is being worked to advantage by the dailies is the publication of two or three holiday numbers, taking orders from local merchants for large space in all three issues. Among the Christmas issues received this season the plan of the Ottawa (Ont.) *Dipper* appealed to me as unusual and a good one. The regular paper was printed, and the *Christmas Dipper* enclosed as a supplement. The latter consisted of forty-four pages and cover, the pages a little larger than those of THE INLAND PRINTER, printed on enameled stock. If the new recommendations of Postmaster-General Hitchcock be adopted, this kind of a supplement will not be permissible, however. The *Daily Missoulian*, Missoula, Montana, published a nicely printed and bulky number of seventy-two pages, packed full of well-set ads. Another particularly good number was the sixteen-page issue of the Richwood (Ohio) *Gazette*, with its special home-printed cover in red and green inks. Among the other Christmas numbers, those most worthy of commendation were the following: *Beckman County News*, Elk City, Oklahoma; *Lehigh Valley Argus*, Lehigh, Iowa; *Berkshire Courier*, Great Barrington, Massachusetts; Thayer

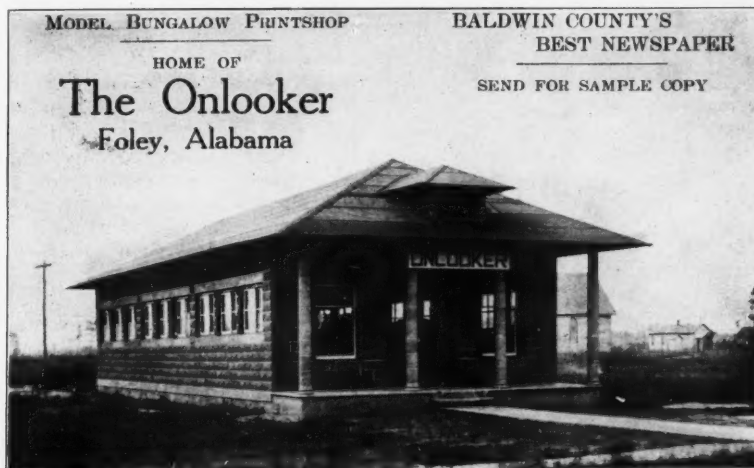
(Kan.) *News*, Montgomery (W. Va.) *News*, East Stroudsburg (Pa.) *Press*, Mahanoy City (Pa.) *Tribune*, Cimarron (N. M.) *News*, Granby (Que.) *Leader-Mail*, Moberly (Mo.) *Monitor*, St. Clair (Mich.) *Republican*, Minneapolis (Kan.) *Better Way*, Gallatin (Mo.) *North Missourian*, Lestershire-Endicott (N. Y.) *Record*, and New Britain (Conn.) *Herald*. Every publisher of a country paper will appreciate the difficulties encountered by R. A. Turner, printer-editor of the *Laramie County Times*, who set the ads., did the make-up and presswork, writing and general supervision of a Christmas issue of thirty-two six-column pages. He sums up the difficulties and the workings of the editor's mind in an article headed "Thirty," written at the last moment before closing the final form:

The country office can not have its big force of trained specialists and the nicety of system resulting therefrom. Neither can it afford to possess the number of laborers or the mass of material necessary to get up and keep "open" features until an orderly arrangement and toning-up is made. Features must be grabbed from the passing suggestion, thrown together amidst the perplexities of annoying mechanical problems, and rushed through the press while the waiting readers are enjoying the wealth and luxury of

received the Christmas issue from Mr. Price, the cover-page embossed in tints and colors. It would delight any printer's eye to examine this number, as the greatest care has been taken in grouping the half-tones and in embellishing each page, until it can truly be termed a work of art. Some of the pages are printed in delicate and appropriate tints, and this, coupled with most careful, make-ready, makes a finished book that could hardly be surpassed in America.

#### Ideal Home of a Country Newspaper.

The photograph shown herewith is the home of the Foley (Ala.) *Onlooker*. Frank Fesler, the proprietor of the *Onlooker*, calls it a "Model Bungalow Print-shop," and describes it thus: "The new home of the *Onlooker* is of concrete in imitation of stone, 22.8 by 60 feet, with ten-foot ceiling, has light all around, concrete foundation for gasoline engine and Hoe newspaper press. I have two jobbers, five double stands full of type, three imposing-stones, paper-cutter, etc. The *Onlooker* is a four-year-old,



Reproduced from post-card issued by *The Onlooker*.

a Carnegie—in their dreams. A hundred feature suggestions are accumulated and a mass of incomplete data is gathered—enough for forty more pages—and a thousand little alterations and technical improvements and rephrasings occur in the hurried last review. Intended, but omitted, write-ups flash across the mind; items forgotten freshen and blossom in the memory, and the aftersight sees a hundred flaws that the weary foresight looked for in vain. But too late—the ink is dry on the finished pages—press day is already passed, and it seems as if the clarion voice of the early rooster is caroling the dawn of another day. Another edition might contain the improvements now suggested, but it would lack others. The edition is as it is because it is. If you like it, well and good; if not—well and good, also, though not so well and good.

Mr. Turner had the assistance of only two men in getting out this thirty-two page paper, and the work was accomplished in just two weeks, getting out one regular issue in the meantime. He personally set eighty columns of attractive ads., and did excellent presswork on a press with nonadjustable rollers in a stove-heated room.

#### J. V. Price in a New Location.

Readers of THE INLAND PRINTER will remember the descriptions of Christmas issues received annually from J. V. Price, at Christchurch, New Zealand. A few months ago Mr. Price resigned his position to accept the factory management of the large printing-house of Osboldstone & Co., Melbourne, Australia. Among the publications issued from this plant is the *Southern Sphere*, and we have just

eight-column folio, home print, and doing pretty well, thank you." The picture indicates that Mr. Fesler is not troubled by very close neighbors, and his home must be a very prominent feature in the landscape of Foley. The prominent sign, with no other advertising matter on the walls or in the windows, shows good judgment, and it stands out like the principal line in a well-displayed ad.

#### Pictorial Edition of the Greenville Reflector.

"For the purpose of impressing the fact that Greenville is the best town, and Pitt county is the best county in all North Carolina," the Greenville (N. C.) *Daily Reflector* published a pictorial edition that was creditable from every standpoint. There were sixteen pages, printed on supercalendered stock, and fully illustrated with excellent half-tones. The publishers give C. W. Hearne, foreman of the *Reflector*, full credit for having conceived and planned the edition, selecting and arranging the illustrations, and giving it his personal supervision in all its details.

#### Excellent Tasmanian Annual.

No effort is spared to make the *Courier Annual*, Launceston, Tasmania, a finished product of the printer's art. Outlined and vignetted half-tones, surrounded and

embellished by artistic drawings and printed in different tones of ink, give the illustrations an attractiveness seldom equaled. The *Annual* would be a credit to any office, whether in Australasia or America.

#### Hungarian Paper Twenty Years Old.

Cleveland's Hungarian paper, *Szabadsag*, was twenty years old in December, and to celebrate the occasion published a "Twentieth Anniversary Number" of 112 pages. It was divided into seven sections, each of which was enclosed in four pages of color, making a most attractive and impressive issue.

#### First Page that Is Full of News.

It is seldom that a first page shows so many news items featured as appear in that of the Visalia (Cal.) *Delta*, which is reproduced herewith. Here are sixteen articles, each with a "feature" head, and only three of them are

the morning or evening field, it is much better, both for the publishers and the city, to get together.

#### Good Ad. Display.

Among the many ads. received the past month are several sent to show rapid composition. This is a feature of ad-setting, particularly on daily papers, which must always be taken into consideration. There is little time to study out which of several arrangements or which face of type will be best, but the compositor must be able to decide

GREAT NEWSPAPER BARGAIN: Visalia Morning Delta and S. F. Delta 65c per Month

**VISALIA MORNING DELTA**  
VISALIA, TULARE COUNTY, CALIFORNIA, WEDNESDAY, DECEMBER 4, 1931  
VOLUME XXXIII NUMBER 11

**VISALIA IS TO HAVE IRONCLAD "DRY" ORDINANCE**  
JURY TALESMEN JUSTIFY ATTITUDE TAKEN BY THE DELTA

**CHINESE ARE GUILTY SAYS THE PUBLIC**

**METEOR OF SOCIALISM IS FALLEN**

**LEGISLATURE FINDS STONE WALL AGAIN**

**PARENTS INTEREST IN BEING ADVISED**

**JUDGE CUTS HEARTS OF M'NAMARAS**

**THEY DEMAND A CLEAN CITY**

**WHITE SAYS HE STRUCK IN DEFENSE**

**LEGISLATURE FINDS STONE WALL AGAIN**

**PARENTS INTEREST IN BEING ADVISED**

**JUDGE CUTS HEARTS OF M'NAMARAS**

**THEY DEMAND A CLEAN CITY**

**WHITE SAYS HE STRUCK IN DEFENSE**

A highly "featured" first page.

continued on inside pages. This issue of the *Delta*, which is submitted by J. Warren Lewis, has a large amount of advertising, all nicely displayed. There is one feature of the paper, however, which deserves criticism, and that is a department headed, "City Arrivals and Departures," in which there are only ten items of news and twenty-six local reading notices. It will not hurt the value of these reading-notices to the advertiser a particle to run them separately, under a suitable heading, and it will be more pleasing to the subscriber.

#### Important Consolidation in Norfolk.

Norfolk, Virginia, now has but one morning paper. On January 1 the *Landmark* was consolidated with the *Virginian-Pilot*, the new publication retaining most prominently the latter title. In cities where it has been demonstrated that there is hardly room for two papers, in either

To Save Money On Your Christmas Presents Attend the

**BIG AUCTION SALE OF ALL KINDS OF JEWELRY**

Christmas is in sight, it will not be long before the stockings will dangle from the mantelpieces, and they must be filled. If you wish to save money on the better grade of presents attend the

**Auction Sale at 204 South Elm Street**

Every Day This Week at 2:30 P. M. and 7:30 at Night

Unmatchable Bargains in Diamonds, Silverware, including Roger's Best, Cut Glass, Novelties, Watches, Art Goods, Etc.

No sale the equal of this has ever been held in this city. Don't miss it.

**You Buy at Your Own Price**

No. 1.

at a glance and lose no time in "false motions," either of hand or brain. W. Ellis Speer, Greensboro (N. C.) *Daily News*, sends several ads., together with the original copy, with explanations of the amount of time consumed in setting them. The half-page auction ad. (No. 1) was set from typewritten copy in thirty minutes, which, it must be conceded, is rapid work, and the result is not a bad-looking ad., either. No. 2, another half-page, was handled, aside from the eight-point machine composition, in one hour and fifty minutes. This includes thirty minutes consumed in laying out a dummy, as the copy was written on small sheets of news print, with no indication as to display or arrangement desired. The ad. could hardly be improved on, even with the reprint copy to work from. Possibly some plan could be devised to give a little more prominence to the principal display line, but this is about the only thing in

**Best Silk Selling of Whole Year Monday**

**Do Your Christmas Shopping Now**

**Meier's**

**Sale of Suits Without a Parallel**

**Meier's**

No. 2.

the ad. that could be criticized. From several ads. sent by Charles H. McAnan, St. Joseph (Mo.) *News-Press*, I have selected one for reproduction (a full page—No. 3), as it shows what can be done without the use of a single panel. Panels often are an absolute necessity, but frequently too many of them are used in a single ad., and Mr. McAnan's work demonstrates that it is possible to set a well-balanced and attractive ad. without any. From two large packages of ads. sent by Alfred Steinman, Modesto (Cal.) *Herald*, one is selected as showing excellent use of white space (No. 4).

No. 3.

**Next Time You  
Buy a Shirt**

Would you like to be sure of getting a large full sized rummy shirt with a removable rock-band and cut on a pattern that fits across chest, shoulders and back?

Would you like a shirt in which the collar were absolutely full—a shirt that would return from the laundry like new!

Would a shirt with all these features and in addition solid pearl buttons sewed all the way, hand-worked button holes and a fabric equal in every respect to that used in shirts usually sold at higher prices to be a genuine find for you!

The next time you want a shirt go to Schaffer's and ask for a Ferguson-Kelley Shirt. Price \$1.30, \$1.35 and \$1.45. You'll see more shirts, more colors, more patterns—a much larger selection than you've been accustomed to.

**SCHAFFER'S**

No. 4.

### Newspaper Criticisms.

## A GRAVEYARD OF MEN'S HOPES.

Yet who shall say that the dreams are buried there forever, that the ambitions are eternally quenched, that the fond hopes and the high resolves are gone for aye, and that the spark of hope shall be alight no more? Perhaps men's yearnings put on immortality, too. Who knows? Certainly not the janitor, who is carrying the exchanges away. Nor you. Nor I.—*J. T. Clark, in Toronto (Ont.) Weekly Star.*



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

#### Effect of Bronze on Press Motors.

(1062) "We are desirous of securing some information as to what effect bronze powder has upon the bearings of machinery or the commutators of motors."

*Answer.*—As far as we are able to learn, bronze will cause no trouble in bearings that are kept oiled, as the bronze is comparatively soft. The effect on commutators is to short-circuit the motor. The edges of the motor commutators should be kept free from oil and wiped frequently. For this reason motors on bronzing machines should be enclosed perfectly.

#### White Ink for Tints.

(1061) "Will you inform me of a book on inks that contains a formula for cheap white ink that might be used for mixing inks?"

*Answer.*—We do not know of a book having such a formula. The best white for tints is a zinc white. It is permanent, works well and is fairly opaque. A transparent white is made of magnesia and is suitable as a tint base. We would strongly urge pressmen to secure the tint bases furnished by inkmakers, as they are equal to all the demands imposed on such mediums. These bases are usually neutral in body and color and may be modified to suit the stock or other conditions. Get in touch with the inkdealers and ask for their specialties. This course saves much experimental work by the pressman, as all of these specialties have been tried out before being put on the market.

#### Printing Half-tone Cuts on Flat Paper.

(1068) Submits two bill-heads printed on unrulled flat stock. A half-tone cut appears on each side, together with the usual type display. The half-tone cut on the back of one bill does not print with the equal clearness of that on the other bill, hence the following query: "I enclose two impressions of a half-tone cut on the back of a bill-head. These are consecutively printed sheets. I would like to know why they differ so much in appearance. (1) Is the difference due wholly to the paper? (2) Is it possible with a good make-ready to make these half-tone cuts print well on mixed stock as per samples? (3) Is the make-ready on this specimen what it ought to be? (4) Are paper-dealers inclined to impose on concerns operating private plants?"

*Answer.*—The difference in the surface finish of the stock is responsible for the unequal appearance of the two half-tone cuts. The feeder could have removed the sheets having a dull finish without much loss of time. The difference is probably due to some uncalendered stock getting mixed with that having a smooth surface. (1) Yes. (2) No. A more complete make-ready would materially improve the appearance of the cut on both kinds of stock, but would not make them appear alike. The dull-finished stock has a comparatively rough surface, to which the ink does not take readily unless under great pressure. (3) A

few patches of tissue placed on the solid and middle tones will increase the impression on these parts sufficiently to make them print more clearly. Less ink can then be carried. (4) We believe paper-dealers accord private plants the same courtesies given regular printing concerns.

#### The Cause of Slurring.

(1067) Submits several copies of a four-page paper showing slurring and streaks that mar the pages. The following letter explains the trouble: "Under separate cover we are enclosing some marked copies of our paper and would like to have you help us out if you can. (1) What causes this slurring? It appears in different places at different times. (2) What causes light streak on gripper edge of this sample? (3) What can we do to overcome this wrinkle? Our press is a ———, but the number or style we are unable to tell. We use felt blanket with muslin draw."

*Answer.*—(1) We believe the wrinkling of the sheets and the slurring come from the same cause—namely, the tympan. Our suggestion toward correcting the trouble is as follows: Remove the blanket and turn it inside out, then take a new piece of muslin, or if you can secure a piece of cotton drilling it will answer the requirements better than the muslin. Double the front edge so that it will have a more secure hold on the pins under the grippers. Then attach the drilling and reel it tight. Now take a wet sponge and squeeze the surplus water from it and go over the drilling quickly, so as to moisten it uniformly. Then reel it up a few notches tighter. When it dries it should give a uniformly smooth surface. You failed to state whether you used any paper packing over the muslin. The packing of print paper held in place with a strong sheet of manila should be approximately even with the cylinder bearers. If it is any higher, it will tend to cause wrinkling and slurring also. (2) The light places are probably low places in the tympan. When sufficient packing is used, the printing will be more uniform. Crowding the sheet against the guides by the feeder will make just such wrinkles as are shown on one of the sheets you sent. (3) Stand by and observe how the grippers take the sheet, and when you note one that appears to buckle, examine it when it comes out on the fly-table. In this way you may be able to discover the cause of the wrinkles.

#### Working up of Furniture.

(1064) Samuel Bartels, of Brooklyn, New York, submits the following regarding the working up of furniture: "I have done considerable making up and have found that the following plan invariably works well: On forms of electrotypes, with wood bases, the fact that the form is 'top-heavy,' thereby not giving it the proper solidity, tends to raise the form from the bed of the press as the rollers run over it. This continual raising naturally causes the

furniture to work up to the type-face level. The remedy I have applied is this: Cut strips of thin cardboard about  $1\frac{1}{2}$  picas in height, and drop one or two of these strips alongside each page, on both sides, taking care that they drop to the bed of the press; relock the quoins very carefully but not too tight. This tends to give a 'downward spring' to the form. The same process has been followed successfully with forms of linotype pages, made necessary by the base of the slug being a trifle thinner than the top; only in this case the strips were placed at the top and bottom of each page, instead of at the sides. This remedy also keeps down any crossbars that may work up. As a precautionary measure, the cardboard strips should be taken out of the form before it is taken off of the press, to forego the possibility of the form 'dropping' when it is lifted."

#### To Bronze without Discomfort.

(1063) A pressman asks: "We would like to know if there is any way by which we can bronze a job without having this powder scattered over everything in the room. We have heard that a preparation can be secured which will eliminate this trouble."

*Answer.*—Bronze, like all impalpable powders, will float in the air for a considerable period unless thrown down by steam or humidifiers. There are several ways, aside from machine bronzing, in which the work may be done without causing much trouble by floating bronze. The first is to construct a portable framework and tack canvas or close-mesh fabric over it. This framework may have transparent celluloid windows and a door, also an opening placed close to the press where the printed stock is received. The bronzers working therein should be provided with garments having a head-covering and respirators for the nostrils to prevent inhaling the poisonous bronze powder. Another way is to have the bronzing done under a canopy made of oilcloth which connects to an exhaust pipe attached to an exhaust fan. This will create sufficient draft upward to withdraw the floating bronze and prevent its distribution over the room. We have heard of pressmen mixing benzoin with the bronze and using it that way after some of the liquid evaporated. However, we doubt the efficiency of this method.

#### Determining How Much Ink Is Used on a Job.

(1066) A printer sends the following communication: "An employer and his foreman of presswork, whom I shall hereafter designate A and B, respectively, are confronted with the following difficulty: A certain job is run on a large cylinder press, on machine-finish paper, from electros, size of sheet 32 by 45, weight 88 pounds, using 30-cent label-blue ink. B, from actual experience, has found that this job requires  $2\frac{1}{2}$  pounds of ink for each thousand sheets, actual weight, including necessary waste. A takes a blank sheet of this paper, weighs it, then has it printed in the regular way under normal conditions, and then weighs it again, finding that for each thousand sheets this job requires but 2 pounds  $1\frac{1}{2}$  ounces. Now, A puts it up to B: Wherein lies the difference of 6% ounces? B claims that as soon as ink and paper come together in contact with the air an evaporation takes place between the time the sheet is printed and the time it is weighed the second time. A few minutes must necessarily elapse after being taken from the press and sent down-stairs to the scales. Again B claims an ink of this quality is a little stringy and small particles fly about the room, say, within five feet of press, to say nothing of what accumulates on the press itself. Now, A is not convinced that this is so, for in a day's run there is a difference of about five pounds of ink

between his figures and B's figures. Theoretically A may be right, but B from practical experience finds such is not the case. Who is right—A or B? If neither is correct, can you give a proper explanation of the case?"

*Answer.*—The method of testing by weighing a single sheet is fundamentally wrong, because in a lot of paper of any weight there are likely to be differences in the weight of single sheets; also a slight error in weighing would be multiplied many times, thus producing a great difference in results. If A weighed an entire ream before printing and again after, he would arrive very closely to the actual net amount of ink used, but as the gross amount of ink used is the quantity charged, A's plan is faulty from the beginning. To ascertain the amount of ink used on a job, weigh the can of ink; when the job is finished, return to the can from the fountain the available good ink and weigh again. The difference between the first and the final weight represents the amount of ink used.

#### To Repair a Damaged Cylinder Surface.

(1065) A Southern printer writes: "I have a drum cylinder which has a large dent near the rear opening of cylinder. It was caused by careless boys who let a wrench ride the form, and thus caused quite a depression. No trouble was experienced by me until I attempted to change from a folio to a quarto sheet. Then, at point of depression on cylinder a good impression could not be secured, and, besides, printed sheets would tear upon the edge of forms striking that portion of cylinder. I returned at once to folio size, and, afterward, had cylinder ground down carefully by a machinist. At least three-sixteenths of an inch was taken off the surface. The side bearers on cylinder were not ground off proportionately, as the machinist decided that this would affect the gearing. Upon trying four pages on press, I found much improvement in the impression, but have had endless trouble with paper tearing upon end rules in the forms, and ragged type edges, upon side of paper last leaving the form. Naturally, my packing on cylinder had to be extra heavy. It was made up thus: one thick piece of pressboard (at least six or eight ply); 'Ganes' improved press blanket'; sheet muslin drawn tight; upon this, I used a number of heavy tympan sheets, such as are sold in rolls for this purpose, with a few sheets of news stock to bring up evenly with cylinder bearers, all covered with a heavy manila sheet, moistened and then oiled. The packing, while thick, seemed to have been properly 'built up,' and made a good and smooth printing surface. The sheets continued to tear, and occasionally I would note crescent-shaped streaks through the printed matter, as if caused by sheet slipping, or by bed of press and cylinder being out of time with each other."

*Answer.*—We would judge that your trouble is due to not having a close contact between the cylinder and bed bearers, and possibly by having the packing too high at the same time. Test in the following way: Lay a column-rule across packing and cylinder bearer; press tightly. The end of the column-rule over the bearer should be clear about one thickness of manila draw paper. If you have too much packing you will find there will be quite a space between the brass rule and the cylinder bearer. However, if you find only normal space, then the amount of packing is correct. To the make-up of the packing we will refer later. Now that the packing is correct, the next thing to test is the distance between the cylinder bearers and the bed. To do this, remove the bed bearers and wipe the bed clean. Turn the cylinder so that it is taking impressions, then take a large metal W and push it through between the cylinder bearer and the bed. The cylinder should be set

low enough so that this metal type will have to be driven through with a piece of furniture. You see, the space must be a trifle less than type-high to compensate for the spring in the frame of the machine and the cylinder boxes. The cylinder on both sides must be set equally low, so proceed to do this in the manner described. When this operation is finished, bring the bed to normal position and put on the bearers. Then put on a news form, and feed a sheet to the guides. Place a strip of news stock one inch wide on each bed bearer and turn cylinder to take impression. When machine is in this position, try drawing the strips of paper. These should be held firmly by the bearers. If they are not, then turn the machine to normal and bring the cylinder down a trifle on the side that holds the strip the weakest and continue this treatment until the strips are held firmly between the bearers. It may, and likely will, be necessary to drop a sheet or two from the packing. The turning down of the cylinder to remove the bruises was an unnecessary operation. The bruised part should have been filled with brass spelter and then the surface could be trued up in a lathe, only removing the parts that were outside its periphery. However, since you have it cut three-sixteenths inch deeper, you have to compensate by additional packing. This packing may be either hard or of rubber, or a felt. Would advise that the foundation consist of hard-packing sheets held in place with a strong piece of drilling or muslin sheeting. This may be covered with at least fifteen sheets of news stock, the news to be held in place with a piece of manila, well oiled. Try out these suggestions, following closely the directions, and let us know how it affects the printing from your press.

#### KNEW HIS BOSS.

John R. McLean, owner of the Cincinnati *Enquirer* and the Washington *Post*, tells this story of the days when he was actively in charge of the Cincinnati newspaper: An *Enquirer* reporter was sent to a town in southwestern Ohio to get the story of a woman evangelist who had been greatly talked about. The reporter attended one of her meetings and occupied a front seat. When those who wished to be saved were asked to arise he kept his seat and used his notebook. The evangelist approached, and, taking him by the hand, said, "Come to Jesus."

"Madam," said the newspaper man, "I'm here solely on business — to report your work."

"Brother," said she, "there is no business so important as God's."

"Well, maybe not," said the reporter, "but you don't know John R. McLean." — *Cosmopolitan Magazine*.

#### GETTING ONTO HIS DAD.

John R. Von Pein, president of the Chicago Paint Club, at a recent dinner of the club told the following:

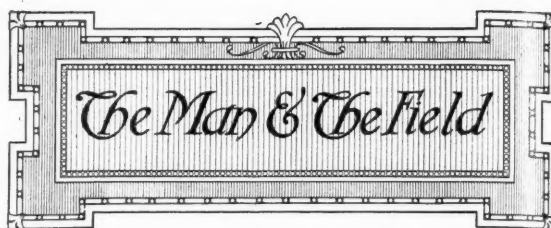
"A friend of mine has a little boy of six tender years. Christmas the child received an avalanche of toys, and the entire day was spent with flying machines, electrical railroads, acrobatic, mechanical toys of all kinds, and so forth. Toward evening the father, taking the child in his arms, asked:

"Well, son, was Santa Claus good to you?"

"Ah, there ain't no Santa Claus," responded the boy.

"What! There isn't any Santa Claus?"

"No, there ain't. You're Santa Claus." And his mind reverting to a recent incident, he added: "And I believe you're the stork, too."



This department of service is designed to bring men of capacity in touch with opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

#### I. T. U. Course Student Wants Position.

(1193) I. T. U. Course student (journeyman) wants a position in a town of about twenty-five thousand or over.

#### Ad. and Job Composer.

(1213) I. T. U. graduate seeks position where he can work the I. T. U. way. Practical ad. and job compositor. Best of references.

#### Designer and Printer Wanted.

(1202) We want to hear from a man who can lay out and design booklets, catalogues, etc. He should be a thorough printer and an A1 solicitor. Can acquire an interest in business if desired. Modern plant in Minnesota.

#### Bookbinders, with Machinery, Seek Position.

(1203) Situations wanted by three first-class blank-book binders, with their own outfit of machinery; can turn out No. 1 work on county records, all kinds of ruling, loose-leaf work, magazine binding, etc. Are open to a good proposition on salary or otherwise.

#### Swedish Cylinder Pressman Wants Job in Chicago.

(1214) Swedish cylinder pressman, thirty-three years of age, eighteen years' experience, with the best firms in Sweden and England, in first-class catalogue, half-tone and three-color work, is anxious to work in Chicago. Holds recommendation letters of the highest order from firms in Sweden and England.

#### Newspaper Man Seeks Change.

(1212) Young man, thirty years of age, with fourteen years' experience in newspaper and job printing, desires a position where there is an opportunity to climb to the top. Thoroughly experienced in manifold work. Fast make-up on newspaper. Best of references. Stereotype and platen-press experience. Married; temperate.

#### Printer and Binder Desires Change.

(1204) Young man, twenty-five years of age, with ten years' practical experience as printer and binder, working up through all branches of the work as a ruler, forwarder and a printer-pressman, seeks position where advancement is possible. Has held the position of manager; has also done bookkeeping, banking and clerical work, proofreading and a general supervision of all the work. Married; strictly temperate.

**Wants Position as Superintendent or Foreman.**

(1198) Young man with several years' experience in the printing business desires position as superintendent or foreman of a composing-room. Has a thorough knowledge of the printing business; held foremanship in a number of shops. Is familiar with paper stock and values and can estimate on work of all classes. Married, temperate, non-union.

**Wants to Do Three-color Work.**

(1201) Young man, twenty-four years of age, eight years' experience on cylinder presses, foreman of printing plant doing high-class half-tone work, such as college annuals and large catalogues, seeks change, where he can either fill position of foreman or work directly under a good foreman where he could get a chance to do three-color work. Best of references.

**Seeks Position as Foreman of Composing-room.**

(1197) Man of good, practical experience seeks position as foreman of composing-room, or supervising foreman of composing and press rooms; thirty-three years of age; union. Competent in all departments, experienced in stock, estimating and Linotypes. At present holding foremanship with publishing company. Prefers New York, Michigan, Ohio or any State east or south. Salary \$25 to \$30.

**Desires Position with Opportunity to Advance.**

(1194) Young man, thirty-two years of age, with eighteen years' experience in composition, presswork, binding and lithographing, desires position with opportunity to work into a superintendency, estimator or layout man, taking each step as it comes along until he reaches the top, with a fair remuneration for his services. Married, total abstainer, ambitious, systematic, and successful in handling a force of workmen.

**Foreman of Composing-room Wants to Make Change.**

(1215) Young man, twenty-eight years of age, foreman of composing-room for past five years, desires change of position on account of climatic conditions. At present located in Maryland. Nonunion. Married. Thoroughly acquainted with stonework, monotype machine, linotype, laying-out work, etc. Can get best results from men, and considered thoroughly competent. Will consider only those houses of highest standing and reputation.

**Desires Superintendency of Country Printing-office.**

(1199) Young man, twenty-five years of age, with ten years' experience in presswork, job-printing, make-up, tabular work, etc., would like a position where he could take entire charge of a country printing company, or to work along any of the above-mentioned lines. Would be willing to take charge of an office in a small but progressive town and take part of wages in stock in the paper. At present foreman of a large printing company.

**I. T. U. Course Graduate Wants Foremanship.**

(1208) First-class job and book printer, with experience in the best offices of the West, seeks foremanship or assistant foremanship of first-class job-printing plant located on or near the Western coast, preferably. Graduate of the I. T. U. Course of Instruction in Printing. Would consider partnership with a man of experience putting in a job-printing office. At present foreman of a good printing concern, and desires change of country. Familiar with front-office work, estimating, meeting customers, etc.

Age twenty-nine; married; temperate. Would consider position with good advertising agency, taking charge of printing.

**Machinist-operator Seeks Position.**

(1195) A linotype machinist-operator, with ten years' experience with machines and machine composition, also fifteen years as a printer, would like to get in touch with a firm doing good catalogue and book work who wants a machinist-operator who can and will take care of the machines and turn out first-class work. Thirty-seven years of age, married, sober, industrious. At present located in Michigan, but does not like climatic conditions.

**Desires Position as Estimator.**

(1196) Practical printer with twelve years' soliciting experience in London, England, representing the best houses in that city in the printing line, would like to connect with a good printing concern in the estimating end of the business, and, when necessary, interview customers. Would be disposed to invest a little money in an established paying plant. Thoroughly versed in estimating, proofreading. Irreproachable character; union.

**Superintendent Desires Change.**

(1200) Superintendent of factory manufacturing photographic mounts, folders, making cardboard and embossing same with cloth; also a printing department of four platen presses, scoring and embossing presses, steel-die press, desires change. A thorough knowledge of this work, and capable of taking full charge. Not a printer. Good education; furnish good references. Would desire position as superintendent in manufacturing business, or salesman.

**Western Job-printing Office for Sale.**

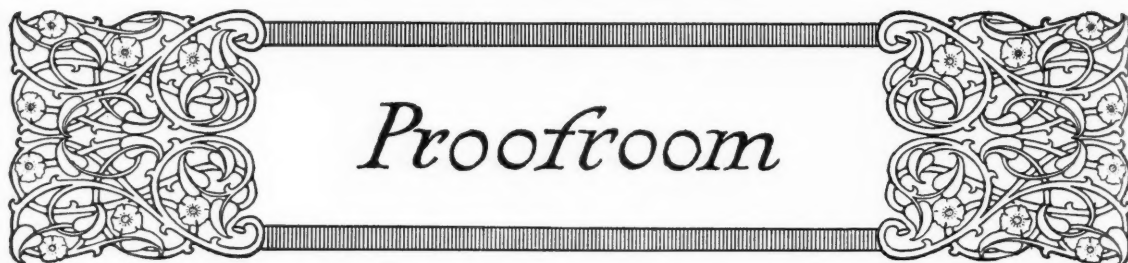
(1205) Job-printing office in a Western town of twelve thousand, for sale. Office fully equipped with up-to-date printing-presses, paper-cutter, stones and first-class material, including an abundance of good type. Good opportunity for a small daily or triweekly (Independent) newspaper. Plant can be had for \$3,000, part cash, balance on payments. Situated one-half block from main street in new brick building, which can be rented reasonably. Present owner going into other business.

**Job-printer Seeks Position as Foreman.**

(1207) Expert job-printer, with twenty-five years' practical experience, part of which time was spent in handling the composition on one of the finest trade publications in the country, seeks the foremanship of some medium-sized job-shop, where good work and faithful service are appreciated. Able to pass on first-class presswork, and can handle men both to their interest and to employer's. Prefers a situation in or near Boston, but would consider any good place in New England. Union.

**Stoneman Wants Position in New Jersey.**

(1206) An expert union stone-hand seeks position where accuracy and style count, instead of speed. Thoroughly familiar with all branches of the printing trade, excepting machine composition. Is a good pressman, first-class jobber and expert stone-hand. Has been employed in some of the best shops in the country, accustomed to the most intricate colorwork, as well as all other kinds of register work. Is the patentee of a method for registering cuts which has proved a great time-saver. Able to make own panels, repair broken cuts, etc. Seeks position in or near Newark, New Jersey.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department.  
Replies can not be made by mail.

### Small Words in Heads.

R. L. G., Grand Rapids, Michigan, sends this: "In this department of the November issue of *THE INLAND PRINTER*, under the caption 'Small Words in Heads,' I notice you give no rule for capitalization, with the exception of 'all principal words.' It seems to me that this rule is rather indefinite. A rule that I have always adhered to is: 'Capitalize all words that are not conjunctions, prepositions or articles.' I would like to have your opinion whether I am right or not. I have often seen the words which and that as prepositions capitalized and is and it—verb and pronoun—not capitalized."

*Answer.*—The note referred to answered this plainly. It said distinctly that the rule is indefinite. I do not think the other rule mentioned here is right, for a preposition or a conjunction may be so long and so important to the meaning, that it would be ridiculous not to capitalize it if any capitals are used. Much is done that should not be done, but how can it be prevented? As an auxiliary verb have should not be capitalized, but as a principal verb it should be. "He is Said to have Had No Reason" is the way such a head should be. It is seldom seen now in a newspaper as it should be, and would be if people would take time to use reason.

### Punctuation, etc.

G. S., St. Louis, writes: "I am very anxious to secure some magazine or other authority on what would be termed up-to-date punctuation, capitalization, etc., in writing letters and printing, especially the former, as adopted by the best authorities of the press, colleges, etc. In reading the last issue of *THE INLAND PRINTER*, I noticed mention made of this matter, and it occurred to me that you would be able to put me on the right track. In our office we have several old-fogy-maid stenographers, who are hard to convince. For instance, the omission of the period at the end of the date-line of a letter, or following a title suffixed to an official's name when signing letters, etc., or the omission of the period after the name of the state in writing the names of town and state, as 'Saint Louis, Missouri' Again, using lower-case letters for word 'street' as in Main street, Chestnut street, etc. Also, title of an official in lower-case, as follows: 'The general superintendent would not agree, etc.' Several years ago I noticed an article in *Munsey's*, *Harper's*, or one of the magazines, on this subject, and it gave all of the latest usages in this line, but I can not refer to the issue of the magazine now. I will greatly appreciate anything you can tell me in regard to this much heated question."

*Answer.*—There are various books on punctuation and capitalization, among them one written by me and published by D. Appleton & Co., New York. Finding an authority on

what our correspondent means by "up-to-date" punctuation, though, is an impossibility, if he means what his letter seems to indicate. All the other writers, as well as myself, have devoted their energies mainly to telling where to use points, not to sanctioning their omission from places where they belong. My sympathy is all with the old-fogy-maid stenographers, if they advocate the use of proper punctuation. Usage varies arbitrarily in the special matters referred to, and the only way that a book could record the variations would be to say that some people are not so careful, and some not so well versed, as others in punctuating. The most essential point for a business letter in this respect is clearness. It may not be punctuated just as it would be by some other writers, and still be unmistakable. Our correspondent writes state where I should write State, and he is not alone in doing so. This also is a matter on which opinions differ, since this word, as also many others, may be found one way in a number of books, and the other way in another number of books. Which way prevails can not be stated with certainty, but our lexicographers all agree in favor of the capital, as they all have State for one of the United States, and I do not know of any other authoritative writers better fitted to decide. The largest dictionary of English, like very many British books, is one mass of confusion in capitalization; so it would have been more accurate to say above "American lexicographers." As to "this much heated question," I have seen no evidence of much heat, except the fact that occasionally some one with incurable aversion to making any effort toward accuracy or clear expression strives to gain support in such laziness that can not be had from any one who is careful.

### Proofing or Proving?

S. K. P., Chicago, writes: "The word 'proofing,' as used in the enclosed, also by photoengravers, is frequently seen nowadays. What is your opinion about it? Should the word be recognized and allowed, or should proofreaders combat its use? I have taken the latter course when possible, changing 'proofing' to 'proving.' I think a note on the subject in *THE INLAND PRINTER* would be worth while."


*Answer.*—I also think a note is worth while, although I am puzzled as to what to say, and doubtful about being able to persuade any one to correct such bad language. Inclosed was part of a circular advertising so-called "proofing plates" for presses, and repeatedly mentioning proofing, not proving. Now this is in line with many illiterate home-made words, as to proofread, to housekeep, such as we often hear, but seldom see in print. Why any one should ever be willing to say proofing, when the correct word proving is so well known, is more than I can guess. And when it is shown in print, as in the circular of a well-known business house, it simply makes me shiver. But will such people

allow proofreaders to correct their expressions of this kind? Sometimes, fortunately, the proofreader can make such a correction, and I think he should do so; but he must be prepared with a good defensive reason for use when necessary, and must also be ready to allow any customer to have his way who insists upon the wrong word. No such word as proofing can be needed, as proving is the established word for the intended meaning.

Written for THE INLAND PRINTER.

### GRAMMAR AND PROOFREADING.

NO. VIII.—BY F. HORACE TEALL.

HE proofreader sometimes, when suggesting an author's correction, needs to use the terms nominative and objective, and of course he can not do this surely unless he really knows the difference between the two cases. That difference does not affect the form of the noun itself, the only case in which the noun changes being the possessive; but other words vary with the nature of the relationship expressed, this depending on whether the noun or name in question is the subject or the object. Most of those who will read this probably know as much about it as the writer knows, but even they may find some interest in a new way of saying it.

Grammar is the system of relationships between single words, and of the way in which words are conventionally associated, the latter being construction or syntax. So in grammar the subject or nominative is the one word that names what is spoken of. But often the so-called logical subject includes a number of words, and nominative is often extended in application to a whole phrase or clause constituting the logical subject. How far this extension might be carried is shown by John Stuart Mill when he says: "For, as one word is frequently not a name, but only part of a name, so a number of words often compose one single name, and no more. Thus, in the opening of the 'Paradise Lost,' these lines

— the fruit

Of that forbidden tree, whose mortal taste  
Brought death into the world, and all our woe,  
With loss of Eden, till one greater Man  
Restore us, and regain the blissful seat,—

form in the estimation of the logician only one name, one categorematic term." Here we have one logical nominative which includes four grammatical nominatives and six grammatical objectives. Of course no proofreader will ever have occasion to note such a fact as this possible inclusiveness in his ordinary work, but the quotation will serve well to exemplify the difference between nominative and objective, or subject and object, so far as the nouns only are concerned.

Much better occasion for discussion of the nominative and objective cases, and of number, will be found in treating of pronouns, verbs, and prepositions, which are the words whose form changes or which vary with change of relationship. English has but one case that changes the form of the noun, and that is the possessive. All grammarians give very plain rules for making possessive forms, and ordinarily there is little reason for a proofreader to have any trouble. Nevertheless some differences of opinion exist, and sometimes the proofreader must be uncertain what to do. For the last contingency we must again utter our oft-repeated advice to follow copy. Such action in such

cases is the only procedure that is reasonably sure of acceptance, always with the exception that a plainly accidental error in the copy should be corrected.

Most prominent among the points of doubt is the question whether names should be printed Adams's or Adams', Francis's or Francis', Jones's or Jones', Watkins's or Watkins'. As near to full truth as I can find in books is this, in Metcalf's "English Grammar": "The use of an *s* after the apostrophe often adds a syllable, and thus causes, in words similar to those given above, a disagreeable succession of hissing sounds. It should be observed, however, that, in forming the possessive singular of all such nouns, many good writers have shown a preference for using the *s*."

Evidently this favors the shorter form, and for the same reason that most of its users would give, the avoidance of disagreeable sound. But my writing of the same statement (that some people prefer one method and some the other) would have been that the longer form is the better, and that many good writers have shown a preference for the other. My reason for this is that it is decidedly preferable to add the syllable, notwithstanding the cacophony, thereby giving actual expression to the added element of meaning and removing all possible ambiguity.

Where such matters are left to the proofreader's decision there is slight opportunity for trouble, but even then the proofreader is more secure if ready to give a reason. A prominent publisher once told me that, in hiring a certain proofreader at very high pay, he had been influenced by the feeling that now he could get satisfactory answers to questions about language, but that he had been disappointed, as that proofreader had never answered a question as well as he could answer it himself. A specimen of that proofreader's argument came to my attention in his assertion that book is an adjective in the term (as he wrote it) book buyer. He said that book answers the question, What kind of a buyer? and therefore is an adjective; while, on the contrary, book does not tell what kind of a buyer, but, as plainly as anything can be done, names the thing bought.

Where the proofreader is not explicitly authorized to decide, what can he do except follow copy? He may change to suit his own preference, but in doing so he must take chances. He may be ready with the best possible argument, and often will be able to defend his position acceptably; but what if the one for whom the work is done be equally sure that his way is right, and insist that he has a right to have his way? It is a positive fact that the one who pays is entitled to his choice, and the only fair presumption, in general, is that he has exercised that choice in preparing copy.

What the writer considers an utterly unreasonable prejudice against the use of the apostrophe in possessive names has recently arisen and is gaining ground. It should not prevail if I could dictate, but, unfortunately, as I see it in this instance, the matter has gone beyond control. The obsession is evinced most prominently by the very persons who should have been most eager to counteract it and conserve the settled usage which they did most to unsettle. These persons are the members of British and American geographical societies and boards, and of some societies of literary people.

Where formerly the apostrophe was universal in such names as Martha's Vineyard, Governor's Island, Blackwell's Island, Martin's Ferry, our authoritative lists now give Marthas Vineyard, Governors Island, etc. What can the proofreader do with these names? Absolutely nothing with certainty except follow copy or make them conform to the

authoritative lists. Evidently, if he is to conform to the lists, he should have the lists at hand for reference.

Some cases of arbitrary practice can not be rendered amenable to any kind of general reasoning. The Citizens Union and the Authors Club, both in New York, insist that their names shall not have the apostrophe. A much larger club of authors with headquarters in London, England, is the Authors' Club. While there is no possibility of refuting the fact that the latter is the correct grammatical form, there is equally no appeal from the decision by certain corporations that their names must not have the apostrophe. The difference is purely arbitrary, and there is no possible means of knowing when to use the apostrophe and when not to use it. The only thing a proofreader can do is to follow copy, unless he happens to know beyond dispute that the copy is wrong.

(To be continued.)

### THE OTHER SIDE OF "THE MESSAGE TO GARCIA."

In all the talk about carrying the message to Garcia this point is to be observed:

The man Rowan, who did the trick, was not interfered with. He did as he pleased.

He was not fettered by details, and regulations were not nailed on the wall.

If he had been told how to carry the message, or compelled to do it a certain way, he would never have passed the first Spanish sentinel, and the buzzards would have picked his bones.

The paper was handed him without any red-tape nonsense, and he did the rest himself. The cry that goes up from many establishments for men who can do big things, and strike blows that leave big dents, is often the cry of bosses who don't know how to boss. I tell you no art is finer than the art of developing men, and if you say there are few Rowans, I answer there are few men big enough to give Rowan a job to do and then let him do it in his own way. In the average establishment the owner is an egotist with his cosmos unduly distended because of his success. He puts a man in charge of a department without giving him any real authority. Everybody in the place knows the man is not the real head, and he is the constant object of jokes and cheap side-talk among the "push." He is hedged and tied fast by rules, and nine times out of ten, if he has an idea, he is afraid to present it for fear the "old man" will call him down for butting in. Quite often he is subject to the petty tyranny of a son, brother, nephew or other relative of the boss, and whatever ambition and originality he possesses is smothered. He is supposed to make his department pay, and yet he has no voice in the planning of the work he has to do. Some one else hires and fires his help, and about all he gets out of the job is a little cheap glory and a small salary.

Really big men never seem to have any trouble in finding really big assistants, and I'll tell you why. They are keen judges of human values, and when they pick up a man for a big job they virtually say to him:

"There you are, sir! Take hold of things and get a move on."

And keep this further vital fact in mind: They pay their assistants a price that holds them on the job, and gets out of them all there is to get. They make their managers real heads, with unquestioned authority, and they do not pester and nag them with petty details, nor are they supposed to conform strictly to precedents. These managers

are in full charge, and there is no question on this point in the minds of subordinates.

Carnegie, Morgan, Rockefeller and men of their gage have always picked big men for aides, because they knew how to separate the great from the small in human traffic, just as they know values in merchandise and markets. They make the jobs so valuable that there is no thought of shirking or looking for another place.

They say: "Take this message to Garcia," and it is carried through the enemy's lines to its destination without wireless interruptions or foolish details as to how it shall be done. No joy is quite so keen as the joy that comes to a man who is doing a duty in his own way, and using his own brains to attain a result that is expected of him. And there is no surer way to make a Class B man out of first-class stock than to interfere when he is making head and coming in with the quarry.

The world is full of Rowans, but the trouble is that there are not many employers broad enough or far-seeing enough to pick them out of the bunch. The first step toward securing the faithful services of an employee is to sacredly keep your promises to him. If you want a man to do a thing, for God's sake let him do it in his own way, or else fire him then and there. If you have insufficient faith in the ability of a man to do a task, in heaven's name, don't set him at it. If your judgment in selecting help is bad, do not pass the blame along to the man you hire, for the chances are you load him down with petty instructions until all thought of self-expression is completely blotted out. My heart goes out to the man who would carry the message to Garcia if let alone, but who fails to pull off the trick because of a hundred handicaps and because the boss really won't let him. I uncover to that hired man who has the courage, at the proper time, to tell the boss to go to hell, and I salute the boss who has foresight enough not to let that hired man get away, but holds him fast by a grasp of the hand and a boost in his salary.

There are two sides to this "Garcia Message" business, and if you want a Rowan you'll find him at your elbow in the rough. Every stone quarry is full of statues, but it takes a sculptor and not a stonecutter to find them. In developing a great business you have to develop competent department heads as you go along, and you never will run up a high score if you fail in this vital particular. There are Rowans everywhere. It is up to you to develop and use them.—*Bert Moses, in Atchison Globe.*

### THE PAPER COMB IS HERE.

The following account of the latest addition to the public toilet-room is from the St. Paul *Pioneer-Press*:

The appearance in St. Paul of the new paper comb, to accompany the rest of the "paper washroom," was noticed yesterday [December 4], when one of the leading hotels received a shipment, also a sign—"Use one and throw it away."

The comb is of pressed paper about four inches in length and is of sufficient durability to use for its intended purpose, providing the user does not wet the hair.

When asked his opinion of the sanitary comb, Doctor Lankester, health commissioner, said last night:

"I have not seen any of the latest in paper manufacture, but the use of them in the washroom shows the desire of the hotel proprietor to be modern and sanitary in every detail. While I think it is a good thing, the fact that a comb is an article that every man can carry in his pocket without the least inconvenience, makes it impracticable to propose a law to make the installation of the article compulsory."

# Machine Composition

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

## Combination Metal.

A Canadian publisher writes to this department as follows: "What is your judgment of the practice of using a combination metal for Mergenthaler Linotype machines—that is, a metal that is suitable for making stereotype plates for a newspaper and also for casting slugs on a Linotype? Is it possible to obtain satisfactory slugs from such metal—or slugs equal in every way to those obtainable from what is termed linotype metal? If it is not possible to obtain as good results from the combination metal as from the straight linotype metal, please state why."

*Answer.*—When a good combination metal is used, there is no reason for having imperfect slugs. There are a large number of newspapers that use such metal; and they have satisfactory results. The *Peoria Herald-Transcript* used a combination metal for stereotype, Linotype and the Thompson typesetter. In this way all the matter set goes into the same melting-pot each day, there being no distribution of type at all, as the cases are kept filled by the typesetter.

## Bad Face on Slugs.

An Alabama operator writes as follows: "I am having trouble getting anything like a good slug out of this machine. I believe my trouble is due to a repacked crucible. I am using a gasoline burner. I have come to the conclusion that this is the cause of a cold face on the right end of slug—in other words, next to keyboard side the packing is improper. Should the metal-pot flues be stopped up or opened? Some time ago a new crucible was replaced and the operator claimed to be an expert in packing, so I turned it over to him, being busy at the time. For a while we got good slugs, but for some time since a very poor slug. Do you think you can figure out the trouble before I go any further? On an eight-point slug it seems to work fine, but a twelve-point is all to the bad."

*Answer.*—It is not probable that the repacking of the pot causes your trouble. The flues, of course, must be left open, or the burner will not give sufficient heat. See that the pot is set so that the holes in the mouthpiece are fully exposed to the mold cell when in the casting position. An examination of the bottom of the slug will show if this condition prevails. Probably the end hole is partially covered by the mold, and metal can not enter freely, thereby causing the face to appear chilled.

## Adjustment of Distributor Lift.

A letter from an Illinois operator says: "Kindly advise me concerning the following troubles: The back distributor screw seems to take matrices faster than the front screws, binding just as they leave box rails. Lift seems to raise matrices too high, but will not lift at all if set any lower. Distributor-box parts seem to be badly

worn. Until a short time ago I did not have more than one or two stops a week; now I have six or seven every day, and each time it is this trouble. A back plate rail was put in box in place of front rail; was that way when I went on here eighteen months ago, and until recently had no trouble. Notice enclosed lower-case 'm' matrix—right side of back toe (opposite casting side). All my matrices are marked that way—were that way when I came here, only not so bad. Lower screw has a worn place in threads, about second turn from the end. Is it possible for distributor screws to be out of time?"

*Answer.*—You should replace the rails in the box with new ones—four of them, two upper and two lower. Also put a new cam on the back screw. All of these parts being new and the lift adjusted properly, you should have no trouble. If you take off your box and place a matrix on the highest part of the rails you will probably find that it binds on the rails. It should not do so, neither should there be any excess of space—just a close fit. It may be possible that you have not set the lift properly. Proceed as follows: Turn out on the screw. Send in a line of matrices and then turn in slowly on the screw. As soon as the lifter begins to pick up the matrices, tighten the nut and the adjustment is complete.

## Cleaning Plunger.

A Western operator writes: "Please publish in next issue of THE INLAND PRINTER the benefits derived from, and the penalties consequent on, the cleaning or lack of cleaning plunger, how often done and how. A simple question, I know, but I want to convince both my superior and my understudy of the importance of attending to it. Please do not omit any necessary details."

*Answer.*—The plunger, especially when new, has a tendency to stick in the well. This condition is due to the accumulation of oxid in the grooves and on surface of the well, which causes it to bind. The result of such binding or interference with full stroke is to give a spongy slug. Sometimes this binding causes a squirt by raising the plunger-lever roller off of the cam surface, the lever being again brought down by the spring before the time of casting. A plunger, when new and worn but little, should be cleaned twice for an eight-hour run. The method of cleaning will depend somewhat on circumstances. If it is convenient, take the plunger out of doors and clean it with a wire brush. This may be done dry. If it must be cleansed indoors, it should not be brushed dry, as the poisonous oxid will contaminate the air. In this case have a tin can or other suitable vessel and place therein some tallow. On removing the plunger from the pot, place it in the can and allow the tallow to cover it fully. When it is covered with tallow it may be removed and cleaned without risk of inhaling the poisonous oxid of lead. After being brushed

or wiped with a greasy cloth, the plunger may be returned at once to the pot, unless it is at the end of the day's work. In that case, leave it out. In fact, it is not advisable to allow the metal to get cold while the plunger is in the well. Remove it every night. The tallow, in combination with the graphite, may be used in the well to lubricate the plunger. This operation will often improve the condition of the slugs. Place a small lump of tallow, mixed with graphite, in the well. Put the plunger in place and continue using the machine. After several hours the metal may be skimmed, which will remove the free oxid.

#### Changing Rubber Rolls.

C. F. W., a Nebraska operator, writes: "The rubber rolls are quite badly worn and have new ones to replace them with. How must I cut the old ones from the core? It seems impossible to get them off any other way. I thought if I could get the old ones off without destroying them entirely I would like to do so. If machine is speeded too high (above sixty or seventy revolutions), what pulley must I change to reduce speed? Motor is directly connected to machine, to intermediate shaft. Machine is a rebuilt Model 1. In reply to my inquiry about doubling keyrod springs, you say to find where keyrod binds and remedy the trouble. Can not find keyrods binding anywhere. In fact, the only trouble seems to be the abnormal strength of some of the verge springs. Is this ever the case?"

*Answer.*—(1) To remove the rubber from the shaft, take a firm hold of each end of the rubber and turn opposite ways in order to loosen the rubber from the shaft, when it will turn at all places. Take another firm grip with both hands and draw the rubber downward. We have not found a roll that will not yield to this treatment. If it resists all efforts, then you must cut it off. When applying a new roll have the shaft clean, and polish it with emery-cloth. Take a small amount of graphite and place inside of the roll. Close both ends and shake the graphite throughout the entire inner surface. It should slip on freely. Wipe the surface before putting the roller in the cam frame. If the pulley runs more than seventy revolutions a minute, you will have to reduce the speed of the motor. Consult an electrician. (2) If a keyrod does not bind and you find it tends to remain up a trifle, it indicates that the stress of the verge spring is greater than the combined stress of keyrod spring and weight of keyrod. This may be due to a weak keyrod spring. Try another spring instead of the one in use, or clip off about one-eighth of an inch from the spring, which may have lost its tension. A verge spring does not gain stress by use, so is not likely to be too strong.

#### Damage to Distributing Teeth of Matrices.

A Pennsylvania operator writes: "Enclosed find a lower-case 'w,' the combination teeth of which show considerable wear. This matrix is a new one and has been in the machine for only twenty-four hours. The transfer from the first to the second elevator and from the second elevator to the distributor-box bar seems to be without fault; the distributor box as well as some of the aforementioned parts are new, they having replaced the old ones in an endeavor to remove the trouble. This condition does not only exist on the one character alone, but on the entire font, ruining mostly the characters having only one and two combination teeth."

*Answer.*—We suggest the following steps toward ascertaining the cause of your trouble: (1) Remove the first-elevator slide guide. Send in a matrix line having a few pi sorts on the right end and no spacebands. Lock space-band shifter. When the machine stops, the first elevator

will be at full height and the second elevator will be at its lowest position. Push the matrices so they are just about to go on to the second elevator, yet not touching it. Observe the relation the matrix teeth have to the rails on the second-elevator bar for height only. The teeth should be in such a position that they will enter grooves in the bar with little or no resistance. If the first elevator is too high, it will be readily observed, and while the line is in this position the correction can be made. If the alignment is correct, no change is needed here. (2) Take a line of matrices and allow the distributor shifter slowly to push them into the distributor box while holding the shifter link, to note if the movement is free while the matrices are crossing the joint of the two bars. At this point, if the bars are not closely joined, the teeth may suffer when forced across the intervening space. Note if the distributor-box bar has the necessary play on the outside end. Also see that the second-elevator bar is firmly secured to the plate by the two screws. See also that the second-elevator bar plate rests firmly in the shoe. Examine the cam roller for a flat surface. (3) Take a pi sort and send it into the distributor box; throw off the belt and turn the screws forward by hand until the matrix ears reach the top of the inclined part of the rails. Raise the back screw and observe the space between the brass strip on the distributor bar and the top of the matrix ear. At this point there should be a slight clearance. We believe the most probable cause of the trouble to be at the point of transference to the second-elevator bar. However, a test as in step one should show this. The second-elevator bar-link and the pin that holds these parts together may be worn, a condition conducive to such a trouble. Examine the rails of the box bar where the matrices first engage; bruises on these rails will cause damage to the matrix teeth.

#### Oiling Keyboard Cams.

A Hudson Bay operator writes: "(1) I have had some nine or ten years' experience with Linotypes, but I can not seem to solve the following: Late in the fall I took charge of a double-decker. On starting up machine every morning, had trouble with keyboard cams slipping on rollers. Rollers were taken out, washed and roughened, and finally new ones put on, but to no purpose. The cams were then washed and slightly oiled with 'Three-in-One' oil and triggers cleaned and rubbed on graphite board. After button is pressed the key returns; also the key-bars return to their original position, but the cam slips after making half a revolution. After working for an hour or so the trouble is considerably lessened. I then filed a couple of extra teeth in a couple of cams and drew a sharp-pointed knife across one roller so as to make them bite, but without results. I now have a small oil-stove lighted under the keyboard, which remedies the trouble, but the remedy is what you might term secondhand. (2) The other trouble is bending of two top ears of matrices. Have replaced slightly worn top distributor-box rails and matrix-lifter cam and cushion spring, but as a rule usually manage to bend a couple every day."

*Answer.*—(1) We believe the trouble is due wholly to the use of an oil that chills and gets gummy or heavy, due to the low temperature. You should use clock or watch oil, which does not become viscid at low temperatures. Before trying it on the entire lot of cams, select a few of the worst offenders, remove them and soak for a few minutes in gasoline, then dry them. Put a drop of the clock oil on the pivot and replace in the frame. Next day, without heating the cams, try those that have been oiled with the clock oil and compare their action with those oiled

with "Three-in-One." If you desire to make a suitable oil for the cams, take about four ounces of pure olive oil and an equal amount of soft water and boil until nearly all of the water is evaporated; decant the oil and place in a wide-mouth, unstoppered bottle; scrape some fine shavings from a piece of lead pipe; add these to the oil and place the bottle in the sun. Allow it to stand several weeks. Filter the oil through cotton several times and place in small vials for future use. This oil is said not to gum or become viscid in low temperatures. (2) The bending of the top ears of the matrices may be due to the lifter not raising the matrix above the rails a sufficient distance. Adjust by the set-screw on the roller arm. The box-bar point may interfere with the stroke of a matrix, or it may be worn a trifle and allow two thin matrices to rise at one time. In either case, the screws would catch the matrix ears and bend them. Test by sending several lines of thin matrices through the box. Observe as they lift if they are picked up singly or in pairs. If all are lifted singly and each one goes up without interference it will indicate the trouble does not originate in the box. A matrix should have been sent for a more exact diagnosis.

#### Recent Patents on Composing Machinery.

Matrix-marking Machine.—J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed April 16, 1910. Issued November 14, 1911. No. 1,008,302.

Keyboard Perforating Machine.—J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed July 18, 1910. Issued November 14, 1910. No. 1,008,303.

Matrix-milling Machine.—J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed February 3, 1911. Issued November 14, 1911. No. 1,008,304.

Metal-pot.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed April 12, 1910. Issued November 28, 1911. No. 1,010,401.

Magazine.—D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed November 14, 1910. Issued December 12, 1911. No. 1,011,442.

First Elevator for Two-letter Matrices.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed September 12, 1910. Issued December 12, 1911. No. 1,011,590.

Linotype Matrix.—A. G. Stevenson, Chicago, Ill., assignor to Chicago Lino-Tabler Company, Chicago, Ill. Filed September 9, 1910. Issued December 26, 1911. No. 1,012,741.

#### FOLDING, ADDRESSING, MAILING AND ROUTING AT 10,000 AN HOUR.

Time is the essence of all things in the production of a newspaper. It always was a great factor, but in this age of enormous circulations and hourly editions, minutes, seconds and even motions are matters of grave concern to the newspaper publisher. The typewriter and telephone in the editorial room, typesetting machines and ever-improving presses have changed methods and accelerated speed in their respective departments. In mailing-rooms there has been no change except that which is inherent in a higher class of labor, which has kept pace with the spirit of the times. To the eye of one who worked in a mailing-room a quarter of a century ago, present-day mailers are marvelously dextrous and apply themselves with an intensity hardly dreamed of a few years ago.

Their speed and their intense application, however, do not meet the needs of the men who are supplying news up to the minute. Keen-eyed inventors have seen the need, and many have been the attempts to meet it. The exactions of speed and accuracy were responsible for the failures. Machines that worked well on exhibition, when put in actual operation either did not sufficiently outstrip the speed of the human mailers or "skipped" many addresses (a fatal defect in mailing), or destroyed too many sheets.

A chronicler of affairs in printerdom is accustomed to seeing the apparently impossible made possible, and he

must needs be open-minded when the inventor or promoter dilates on the revolution that is locked in his bosom. In the face of experience the scribe might be excused for thinking that mailing is one of those apparently simple operations, like bricklaying, that is destined to continue a manual occupation. It makes one pause in wonderment to be shaken out of that frame of mind by having an ocular demonstration of a machine addressing, wrapping, folding and routing ten thousand 20-page papers an hour. It was not on exhibition, but a permanently installed machine doing regularly its part of the work of mailing a great daily newspaper, and the work is done in such manner as to turn out a cleaner and neater product than is done by hand. There is no danger of a label falling off, and offensive and annoying paste troubles are eliminated.

This combination of printing-press, mailer and router is the product of the Cox Multi-mailer Company, and is quite as wonderful in its way as is the typesetting machine. The history of its development shows nearly the same expenditure of skill, time, money and patience as in the case of the Linotype. The multi-mailer's first contribution to efficiency is that it saves space, requiring but 5 by 8 feet—about one-third the amount needed by an equivalent hand force. Its lists, made of linotype slugs, are kept in dustproof cabinets. The slugs are solid—no spacing slugs being used—which obviates waste metal, permits of compact storage and releases galley-room.

The address is printed on the margin of the paper, which may be given one of several folds, and wrapped. The paper is then on its way to the mail-bag. One operator handles the machine; he places papers on the feed-table, feeds "live" slugs, and removes on galleys and returns to the cabinet slugs that have been used. In the case of singles or very close routing a boy is needed to remove bags. This operation is very simple, as the end of a town or route is indicated by an automatically printed red mark, which can not be overlooked. The company claims the machine supersedes hand labor by (1) greater accuracy of delivery; (2) saving of space, time and labor; (3) economy of type-metal; (4) economy in setting, correcting and proving, and (5) a neater package. In order to accommodate papers ranging in size from eight to eighty pages, there must needs be considerable resiliency in the mechanism. This does not mean frailty, for in the construction of the mailer especial attention has been paid to strength and resistance to wear. In the matter of material and method of manufacture there has been close adherence to the highest standards. Simplicity and accessibility of parts have been achieved in an unusual degree, and as nearly as possible the mailer is foolproof.

A number of machines have been in operation in six Chicago daily newspaper offices for from one to three years, doing every-day work, which proves the reliability of the mailer. While its machines were doing all the work in these offices, mailing enormous circulations, the company was not satisfied. Each paper presented its own problems. In solving these difficulties the company's experts developed an improved machine, and now the company is going ahead with its manufacture at a rapid rate. The latest model is simpler, smaller, faster and smoother running than the older types.

Having reached its present high point of working development in handling newspapers, the company contemplates building machines for mailing magazines, weekly papers, etc. It bids fair to become revolutionary in this field, where the single-wrapper question often resolves itself into an exasperating problem.

# Bookbinding

BY A. HUGHMARK.

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinders are solicited as an aid to making this department of value to the trade.

## Box and Case Making—Continued.

Books of a religious character intended to be carried to and from church are usually provided with boxes covered with the same material as that in which the book or books are bound. Fig. 6 shows a box of that kind made of straw-



Fig. 6.—Book box.

board and morocco grained cowhide for two books in semi-flexible binding with round corners. In order to get the curves uniform, paper patterns of one side and one end may be cut the exact size required, with square sides. The curves can then be drawn roughly and cut out with the scissors, after which a fold in the center of each piece should be made across the curve, which can then be trued up by trimming the two halves at one time. A form of the box can be laid out correctly on a suitable board and cut out with a sharp-pointed knife. (See Fig. 6-a.) The tabs *c d*

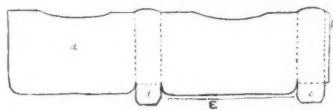


Fig. 6-a.

should be trimmed a little on each side, so that they will fit inside when the box is glued together:

The scoring (see dotted lines) can also be done with the knife. Care must, however, be exercised so that the pressure on the knife is neither too light nor too heavy, especially at the end where the knife runs over the edge. If the score is not uniform in depth the board can not be folded in straight line, as it will bulge out where the score is too shallow and cut where it is too deep. A separate piece should be cut for a bottom no wider than the tabs *c d* and of a length as indicated by the line *e*. The ends of this bottom board, as well as the two tabs, should be pared so that no lumps will appear when the box is finished. The box pattern should be folded at each score-line until the two sides touch. If they were folded only a little, the sides would curve out when glued together owing to the spring

remaining in each corner. Now, if the under side of *a* and the upper side of the stub *b* are pared and glued together, making an even and smooth joint, and the strip for the bottom glued on to the tabs *c* and *d*, the box will be in shape for covering. Thin cambric or bond-paper strips may be used to reinforce the bottom outside and the corners of the box inside. The leather covering should be cut in three pieces in order to make the neatest job. The bottom and ends should have one strip, with an extra inch for turn no wider than the thickness of the box. The two side-pieces should be larger all around, but of the exact outline of the box. All these pieces should be well pared all around; the sides may then be glued on as indicated in Fig. 6-b.

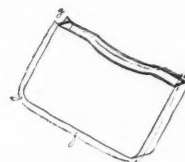


Fig. 6-b.

The turn *f* should be as narrow as possible, and then there will be no trouble to fit the leather around the curves and corners. At the upper corners small pieces should be cut out, as will be seen from *g* and *h*, in order to have the turn-in of the bottom strip meet the side turn and not lap it on the inside corner. This strip should be dampened on the inside and then pasted with thick paste; in that way it can be stretched, fitted, rubbed and even contracted, if necessary, and be none the worse if soiled, as paste can be washed off when dry, while glue can not. The lining should also be put in with paste for the same reason. If a hot creaser is run around all the edges, it will not only give

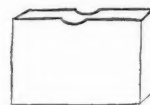


Fig. 6-d.



Fig. 6-c.

a good finish to the appearance but also conceal the joined edges of the leather.

The box (Fig. 6-d) is a simpler pattern which may be lined first in the flat piece and then joined and the bottom inserted. The covering of cloth or paper can be put on in

one piece, with glue, and lap-joined at one corner, after which the bottom and top may be turned in. The thumb-holes can be cut out with a gouge or knife afterward.

To make a filing box with a capacity for one thousand sheets,  $8\frac{1}{2}$  by 14, of the kind illustrated in Fig. 7, proceed as follows: The inside dimensions should be  $8\frac{3}{4}$  by  $14\frac{1}{4}$

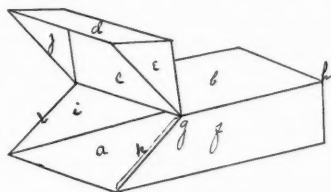


FIG. 7.—Filing case.

by 4 inches, which would give  $\frac{1}{4}$  inch extra each way for working room. For the sake of definite illustration we will select a cloth board  $\frac{1}{8}$  inch thick, from which we will cut the several pieces that will go to build the box. These should be cut up roughly on a board shear  $\frac{1}{2}$  inch larger each way to allow for trimming in a cutting-machine. The bottom piece *a*, being the foundation around which the walls are built, should be cut  $8\frac{3}{4}$  by  $14\frac{1}{4}$ . The sides *f i* should be 4 by  $14\frac{1}{4}$ , the same length as the bottom. The end *d h* will be  $8\frac{3}{4}$  plus the two sides,  $\frac{1}{8}$  inch each, which will require the ends to be cut 4 by 9. The triangular pieces *e j* are cut off the sides of *i* at an angle of  $45^\circ$ . This cut through the board sides will leave the two pieces that are not under the clamp with rough edges. These should be trimmed off, because the two thicknesses of cloth that cover the edges will make up the slight shortening caused by this trimming. The top-piece *b c* should be large enough to cover the two sides and the two ends; that is, we would need a piece equal in width to the bottom and two sides, which would be 9 inches, and the length by the same rule would have to be  $14\frac{1}{2}$  inches. But there must be a hinge at *g*, where four thicknesses of cloth will have to be allowed for. We will figure that it will take  $\frac{1}{8}$  inch to give an easy-working joint; therefore the actual length should be cut  $\frac{1}{8}$  inch shorter at first, then when cut apart at *g* the piece *b* will be 9 by  $10\frac{9}{16}$ , the latter being the distance from *g* to *h* less half of the joint. If the two pieces *b* and *c* were

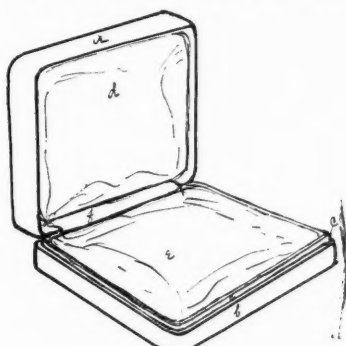


FIG. 8.—Jewelers' case.

beveled at the edges on the under side where they join, a better and more rigid hinge could be made, because the boards could then be brought closer together. When building this box the sides *f i* are glued against the bottom *a*, and the end *h* against the bottom and sides. Now reinforce the corners in the same manner as described for Fig. 1. The top *b* should next be glued on and reinforced, after which

the triangular box or end can be set up — remembering that the piece *d* in this instance will be the bottom on which the pieces *e* and *j* are to be set and that *c* is glued on *e* and *j* and *d*, after which the corners must be reinforced. The covering can be done in several different ways. The sides of each box may be covered and turned in over the top and bottom, afterward joining the two by means of the cover-pieces cut large enough for both *b* and *c*, or this piece may be glued on first, in which case it must be larger in order to turn over onto the sides. Whichever method is pursued, another lining strip must be glued on the inside of the

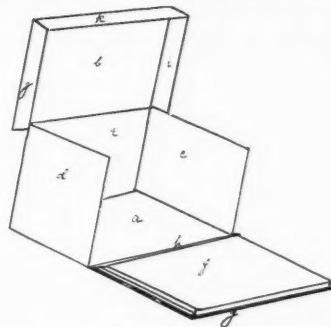


FIG. 10.—Box, with collapsible front and hinged cover.

hinge. It can of course be reinforced with cotton strips before covering. In order to make this box dustproof, a thin strip of board can be glued inside of the box at each side of the opening *k l* before covering.

The jewelers' box (Fig. 8) can be built best over a wooden form, inasmuch as the frames are both made from one strip, each pared and lapped. The top, curved from the center toward each corner (see description of Fig. 3-*a*), is covered with a piece extending  $\frac{1}{8}$  inch all around, which, when the top is glued into its position in the frame *a*, is then fastened down on the sides. Another strip is then glued around the inside with the two ends, meeting at *f* and extending  $\frac{1}{8}$  inch over the edges, which is then turned over and fastened on the outside of *a*. Finally a strip is glued around the outside of the box top, extending from edge to edge and meeting back of *f*.

In a box of this kind the bottom part is one-third the height of the box and the top part two-thirds, the object being that the article contained may be displayed when the

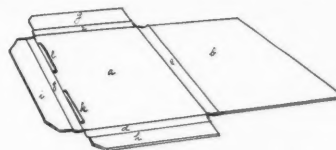


FIG. 12.—Portfolio.

top is raised. The bottom is inserted in *b*, which is then covered with one strip glued all around and joined back of *f*. This strip is turned under at the bottom and also turned in over the top edge. An inside collar, similar to that of *a*, in Fig. 3, is cut and covered with a strip of satin turned over the edge so as to cover both sides, after which it is glued in position *e*, beginning and ending at *f*. The top or cover is next fitted on over the collar *c* and a hinge strap of the cover material glued on the back side, extending from the top edge of the cover over the sides of *a* and *b*, and fastened under the bottom. In length this strap runs a

little longer than *f*, but not so long as to reach the curves of the round corners. A cotton strip is next glued over the inside edges of the hinge as a reinforcing under *f*. This must be shorter than *f*. Next a satin strip is fastened onto the top and bottom, but left loose over the sides (see *f*). This answers two purposes: it conceals all the joinings and the hinge and acts as a check in holding up the cover when this is opened. Next, two frames must be made, over which the linings should be draped. These frames should be of a height approximately one-half of the wall into which they will be fitted. For this purpose, two strips of pulpboard cut across the fiber should be joined and fitted, one over the other, and glued together. This is necessary in order to give stability, so that they will retain their shape after being draped. The two pieces of satin are then cut large enough so that when they are depressed inside the frames the edges will protrude far enough to be turned over the outside by means of glue. The frame should be covered with thick glue on the outside and the satin laid over and depressed into the frame, after which each side is turned over and worked smooth over the edges. One or two layers of cotton batting smaller than the inside frames should then be laid on the bottom of the box and then the frame and lining set in as in *e*. It will not do to put any glue on this frame when fitting in, as that would spoil the box; but glue can be applied to the lower edges of the inside collar *c*, which if properly done should show above the lining from the inside. The lining *d* in the top *a* is made and put in in the same manner.

There may be circular or other shaped fittings in these boxes as well as velvet linings, but the methods are practically the same, although the details differ.

The collapsible-front box with attached cover—Fig. 10—is almost similar to Fig. 7, as far as method of building is concerned. The side *e* is of the same length as the bottom *a* and is glued to the side of *a*, after which the ends *c d* are glued on, these being wider than the bottom by the thickness of one board. The top *b* should be longer than *a* by four times the thickness of the walls, unless a No. 20 or thicker board is used, when three times the thickness would suffice. The width of *b* should be no more than that of *a*, plus three thicknesses of the wall. The end-pieces of the top *g i* are not square at the back, as will be noticed. The flap *g* should be long enough to cover *c d* and rest against them when closed. If a thicker board is glued on *g*, as indicated by *f*, that should fit close up to the ends inside *c d*; it must be a little shorter than *a*, because of reinforcing, covering and lining. The inside edges of *a* and *g* should be beveled at *h* to allow for a narrower hinge. When covering this box it is best to cover the ends *c d* first, turning the cloth under the bottom and over the top and front edges, and over onto the back wall *e*. One long strip will cover the sides *g k i*; another piece will be used to cover *g*, which should be turned in on three sides, leaving the cloth at *h* to be glued under the bottom for a hinge, which should be reinforced on the inside with a strip of the same cloth. The top of the box *b* and the back wall *e* are next in order. These should be covered with one piece, with clean and smooth edges, extending from *k* over onto the bottom *a*. The box should then be laid on the side *e* and the cover opened out so as to rest on *b*, when a reinforcing strip can be glued into the joint of the top hinge. This should be left to dry before lining or closing.

The portfolio (Fig. 12) consists of an ordinary case with three flaps. The covers *a* and *b* and the flap *i* are made in one piece and the two flaps *g h* are made separate. The board in the flaps need not be thick, No. 35 or 40 being thick enough. The spaces *e f d* should be equal but not quite as

wide as *c*, as the flaps are to be turned inside the cover. The cloth lining should be put in the backs as soon as the flaps are made, as well as in the cover. The flaps *g h* are then glued onto the cover *a*, as shown at *d e*. Pencil loops *k l* can be glued together around a lead-pencil and then fitted in under the lining of *a*. It is quicker to use one piece of cloth for both lining and reinforcing of flaps, instead of using separate paper linings, the same as in the cover.

Next month Figs. 9, 11 and 13 will be described as outlined in the January issue.



"TAIN'T COLD!"

Photograph by Stanley Johnson, Waupun, Wisconsin.

#### A DAZZLING MEMORIAL.

Jones — "Holy smoke, Smith, where did you get the headlight?"

Smith — "Oh, this stone?" touching a rock in his tie as big as a hickory nut.

Jones — "Sure; why, it looks like a searchlight."

Smith — "Yes, it is a cute little flare. Well, I'll tell you: Jack made me executor of his will, you know, and after all the other clauses came one providing \$2,000 to be used for a memorial stone. This, my dear Jones, is it," touching the rock in his tie.—*Ex.*

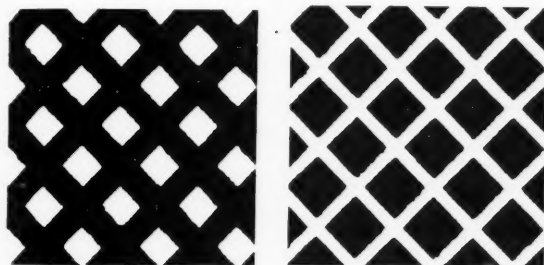
# Process Engraving

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

## Screens for Rotary Photogravure.

The cross-line screens required in rotary photogravure must be the reverse of those used in relief half-tone — that is, they must have transparent lines with opaque squares. Max Levy, the expert on screens, gives in the *Photo-Engravers' Bulletin* four ways in which such screens may be made for use in this process. He says: "No. 1 — an etched screen with a heavy black line ruled in one direction — may be employed by printing upon the tissue, first, one set of lines, and crossing these lines by a second printing



HALF-TONE SCREEN.

PHOTOGRAVURE SCREEN.

with the lines of the screen in the reverse direction. No. 2 is a ruled screen, similar to No. 1 (but not etched), employed in the same manner, but owing to the film upon which the ruling is done, such a screen is perishable. No. 3 — an etched screen — may be used with thin black lines crossed at right angles, showing white squares. This screen is used as a master screen, from which the working screens are made by contact on dry plates. No. 4 is the standard screen hitherto employed in the process, and consists of lines ruled crossed on an opaque ground. Such a screen is very perishable; that is to say, the film is very easily rubbed or scratched, and, particularly in a damp atmosphere, is susceptible to injury. It may be used for printing upon the tissue directly or as a master for making working screens by positive and negative."

## Photographing on Chalk Plates.

Fred Johnson, Virginia City, wants to know if there is any way an amateur photographer could photograph on a chalk plate? He wants to photograph cartoons from other papers on the chalk so that he may scratch them in.

*Answer.*—Chalk plates may be made sensitive to light by first wetting them with a sponge wet with salt water. Then spray over the chalk a solution of fifty grains of nitrate of silver in one ounce of distilled water. The druggist should supply the silver solution in an atomizer made

entirely of glass or with hard-rubber tubing. The chalk plate is dried in a darkroom and can be printed on by electric light or sunlight either from a negative or the cartoon to be copied. If a yellow light is used to engrave in, the chalk will not be darkened further. Before engraving in daylight the chlorid of silver coating on the chalk will have to be "fixed" by spraying with hyposulphite of soda solution, with which all amateur photographers are acquainted.

## Wood Engraving Is Reviving.

"Apprentice," New York, apologizes for the English of his letter, as he has been only two years in this country. He is completing the trade of wood engraving, which he began in Germany, and wants to know if he had not better give up wood engraving and learn photoengraving, which pays better.

*Answer.*—Stick to wood engraving until you are a competent workman, then you can get a position as a photoengraving finisher. To begin at photoengraving now would require five years' apprenticeship. The outlook at present is that there will be a growing demand for wood engraving, and skilled wood engravers will command good wages. For catalogue purposes wood engraving has advantages over processwork where textures and a certain amount of detail are required. It only remains for wood engravers to insist on adequate prices for work requiring such technical and artistic skill as theirs to make it a highly profitable employment. The number of skilled wood engravers is not likely to be sufficient to supply the requirements of this class of work should the field for it widen as rapidly as it now promises.

## Changes at the Bolt Court School.

Alfred Birch writes from London: "At the annual supper of the London County Council School of Photoengraving and Lithography (the 'Bolt Court School,' as it is familiarly known the world over), held on Saturday, December 16, it was announced that A. J. Newton, the principal, would resign early in the coming year, in order to take up a leading position in the firm of Wratten & Wainwright, of Croydon, the famous panchromatic dry-plate manufacturers. The school under Mr. Newton and his able assistants, A. J. Bull and W. J. Smith, has done more for the advancement of photoengraving than is commonly known — workers do not always have time to advertise. Many students from all parts of the world, including a number from the United States, have been welcomed at the school from year to year. Mr. Newton's journalistic work and scientific investigations with Mr. Bull are well known, and they may be regarded as in the front rank of the pioneers of the engravers' art and craft. W. J. Smith is remembered with gratitude by many old students for

his craft-instruction, and these three names are, as they deserve to be, of world-wide repute among those whom they have so willingly taught.

"We are glad to hear that, although Mr. Newton's departure is much regretted by the students of the school, he has promised to continue his work in the public advancement of the science and practice of engraving."

**"Penrose's Pictorial Annual, 1911-1912."**

"Penrose's Annual," that storehouse of everything good for the processworker, has opened its doors once more, and we are permitted to look in and examine what is new in our rapidly changing business. There is no better concrete

nearly two hundred and fifty illustrations. The United States is well represented both by engravers and writers.

"Penrose's Annual" may be had through THE INLAND PRINTER. The price is \$2.50.

**Preparing Zinc for Offset Press.**

J. W. N., Detroit, asks: "Is there any secret about preparing zinc plates for transferring to for the offset press? I was a photolithographer some twenty years ago, though all my work was put on stone."

*Answer.*—The success of offset printing depends to a large extent on the proper graining of the zinc plates. This grain, as on litho stone, is coarse, medium, or fine, depend-



FUN AMONG THE ARTISTS.

Scene from "Rose Madder, the Beautiful Model; or, Art Is Long," at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

illustration of the progress of photomechanical processes than in the magnificence of this volume, compared with the modest 64-page year-book it was when it first appeared, seventeen years ago. This annual has more than kept pace with the business: it has led it, and stimulated it. It deserves all the encouragement, and more, that it receives. It is unfortunate it does not reach this country during the holiday season, so that it can be utilized as a Christmas present.

Each volume of the annual contains notable exhibits of the work of the year. The chief feature of the past year was undoubtedly the improvements made in color reproduction. This fact is indicated in the present volume by the increase in the illustrations in color it contains. There are thirty-two inserts in two colors, nineteen in three colors, twelve in four colors and four in five colors. Many of them are portraits from life in color. One of the wonderful results shown is an enlarged reproduction in four colors of a "Kinemacolor" (moving-picture) film. There are in all

ing on the character of work to be printed. As the zinc plates are very large the proper way to grind them is in a graining machine. This machine is a large water-tight box, on the bottom of which the largest-sized plate to be grained is laid. Ground pumice, flint sand or emery powder is scattered over the zinc with some water. Then the box is nearly filled with marbles made of glass, earthenware or steel, preferably the last mentioned. By a curious mechanism the box is shaken in all directions for about an hour, when the zinc will have a beautiful gray matt surface. The plate is drawn out slowly so as not to be scratched, washed well in running water with a clean sponge and dried as quickly as possible with the aid of an electric fan. This will give you a general idea of how the sheets are prepared, though the kind of cutting sand to use and the time of its use are matters of experience. You need not bother about the preparation of the zinc. If you are a photolithographer you will have enough to do to supply the transfers and let the offset press transferrers do the rest.

**A Year's Progress in Processwork.**

Here are a few sentences from Mr. William Gamble's ten-page review of the progress made in photomechanical-engraving methods during the past year. They are taken from "Penrose's Pictorial Annual." "The continuous progress which has been made in processwork has brought it to such a degree of perfection that it hardly seems possible to surpass its present accomplishments. From a more or less experimental business, engaged in by a very few firms, with its work looked upon with disfavor, and its results somewhat uncertain, the business has risen to a great industry, and an important and indispensable branch of the graphic arts. Intaglio printing in monochrome has

half-tones is a subject which is coming to the front, and should be carefully considered. Machine etching has long since passed the tentative stage and is now part of the every-day practice of all up-to-date photoengraving shops. Newspaper illustrating has made immense strides in the past year.

"There are, undoubtedly, more fields yet to conquer for processwork, and undoubtedly much more will be accomplished. Processwork has grown to be a great and important industry, and the keenness of competition, both among producers and users of blocks, must necessarily induce the effort to make still further improvements. Clever brains are ever at work to discover novel methods of illustration,



FUN AMONG THE ARTISTS.

Scene from "Rose Madder, the Beautiful Model; or, Art Is Long," at Le Cabaret du Homard Pourri, Palette and Chisel Club, Chicago.

made rapid strides during the past year. In America, intaglio gravure has been progressing. Offset printing does not seem to have made the progress expected of it in the past year. We have seen the best results (in printing half-tone and colorwork) from America, but notable as the achievements are in this respect one can not but feel that there is yet something wanting. In collotype the only notable departure is that of double printing to secure greater richness in the shadows. In letterpress color-printing, one of the most notable achievements of the year is in the progress which is being made in wet-color printing. Three-color work by the ordinary system of three separate printings is about as good as it well can be. In half-tone work generally there is nothing new to be recorded. In spite of all efforts to popularize irregular-grained work the prejudice in favor of half-tone with ruled screens remains too strong to contend against. Paynetype has made little headway in the past year. A rival process to it is in the market, called 'Immediography.' Lithographic poster

and so much that is marvelous and fascinating has already been done that we can not doubt but that something still more startling yet will be done. Processwork is meeting the needs of a hustling era, and we feel sure that it will continue to keep pace with whatever speeding-up the progress of modern life demands.

**Transfers to Zinc for Relief Etching.**

"Lithographer," Toronto, writes: "Since learning my trade I have never had any trouble laying down on zinc transfers from copperplate or stone engraving, or transfers from stone. I have recently had some photolith transfers handed me that would not give up their ink to the zinc. Is there any book on the subject of transfers to zinc for relief etching?"

*Answer.*—There is no book on the subject of transferring to zinc. The following hints should help you: The reason that ink from ordinary litho transfers goes over so completely and readily to stone is because the starch coat-

ing on the transfer paper absorbs water readily, and moisture, getting behind the ink lines, repels the ink so that it attaches itself to the dry, warm zinc in preference. In the case of the photolithographic transfers, each line or dot of ink has behind it bichromatized gelatin which has been rendered insoluble by the action of light, and consequently will not absorb water readily. Moisture, therefore, does not quickly penetrate behind the ink on the photolithographic transfer to repel it and force it over to the zinc. By floating the photolithographic transfers on water acidulated with sulphuric or nitric acid you will penetrate the light-hardened gelatin which should repel the ink. If one wants to neutralize the acid before transferring to zinc, the transfers might be floated on water charged with ammonia. Should this treatment not overcome your difficulty, please inform this department.

### DEEP AND DRY.

A reviewer in the *New York Nation* illustrates his own comments on a certain new volume of essays by a story that is worth putting in circulation. Three hearers, he says, of the admired Dr. X., were talking in the vestibule after the sermon. "We must admit," remarked the first, "that the doctor dives deeper into his subject than any other preacher." "Yes," said the second, "and stays under longer." "And comes up drier," added the third.

### GOOD COPY PAYS.

The man who is careless about the preparation of his advertising copy and the man who runs a "one-time" advertisement about twice a year are both taking long chances upon losing whatever money they pay for pub-



RELIEF ENGRAVING IN COPPER BY NORTHCOTE.

Courtesy of the Butterick Publishing Company.

### Copper as a Substitute for Boxwood.

As there is much difficulty in getting boxwood in large pieces, and of an even grain, it is interesting to examine the effect Mr. Northcote has obtained by the use of copper as a substitute for wood. The engraved line has a crisp, wiry effect that does not resemble the wood-engraved line in the slightest; still this hardness will be overcome as the engravers get better acquainted with copper as the medium, and the proper way to sharpen and use the tools for cutting it. One thing in its favor is that it is much easier from which to electotype than wood. In former days, when there was much electotyping to do from wood, electrotypers used gutta-percha to make the mold; to-day the wet-blackleading process injures the wood.

### AD. ARGUMENT.

There are advertisers who regard the preparation of copy as of comparatively little importance so long as the name of the article and the name of the firm are printed in type sufficiently large. Some of these advertisements wouldn't sell ice at the equator if the sales depended solely upon the arguments put forth in them.—*John A. Reddan.*

licity. The "one-time" advertiser may have an article which offers exceptional value, but if he merely plants the seed and expects the crop to mature without further effort on his part he will very likely be disappointed. The law of the harvest is to reap a multiplicity of that which is sown. But it is equally a law that a systematic and energetic program must be followed by the farmer, if the harvest is to come up to expectations.—*John A. Reddan.*

### A MYSTERY THAT WORRIES EDITORS.

Newspaper editors know how exasperating it is to find mistakes in their papers in spite of all the precautions that are taken to keep them out. How glaring errors in the spelling of familiar names can pass the copyreader, the proofreader, the make-up, editor and several other sharp-eyed men and get into the paper undetected is a mystery. In a recent issue of the *Editor and Publisher* Gen. Felix Agnus' name was misspelled, the name of his paper was given as the *Sun* instead of the *American*, and he was credited with having a son when he has none. The fact that General Agnus is one of the *Editor and Publisher's* oldest friends and subscribers makes these mistakes particularly provoking.—*Editor and Publisher.*



# Cost and Method



BY R. T. PORTE.

**Too Busy.**

Of all the people on earth, the average printer is the busiest. He is just on the jump from early morning until late at night. His hours are filled with nerve-racking strain, and his energy used to the extreme. Busy, busy as a bee, going from one thing to another. First to answer the telephone, open his mail, wait on a customer, set up a job, put it on the press, now get and cut the stock, or sell a sheet of cardboard, print the job, talk to some one else, take an hour to eat his lunch, and just so busy he doesn't know what to do next.

It is truly wonderful how much these printers have to do—and you would think that they would, in a short time, accumulate for themselves so much of the money of the nation, and get so in the habit of making and getting the money, that our old friend John D. would be put to shame.

The printer is busy, there is no mistake, and that is just the trouble with him. He is so short-sighted and has his nose so close to the grindstone, that he can't lift his eyes and see the dollars that are his, slipping away from him.

When an organization or cost-system enthusiast tries to talk to one of these men, he listens politely, but his mind is far off, and not really understanding what is being said, and when a meeting is to be held he is "too busy" getting out a "rush" job to take the short time to learn anything. He is even "too busy" to read the trade-paper, and only looks at the pictures.

When you want a printer that isn't "too busy" to talk about cost or business methods, you find one who is really making money, who has some idea as to costs, and keeps a set of real books, or has a bookkeeper to keep them.

There is not a cent of profit in the proprietor of a shop being "too busy." Even in the smallest shop he must have time properly to look after his business, and the "front" office should be his first care. More money can be lost through the management of the front office than can ever be made in the workshop.

Don't get "too busy" to see that you are properly paid for the product of your plant.

"Too busy" has put many a printing plant into bankruptcy, and the proprietor to working for some one else.

**How to Estimate.**

A. H. P. writes: "Would you mind telling me where I can get the necessary information that will put me on the right road to develop, step by step, into a first-class estimator of printing? I have been estimating as best I could for a number of years, but there is yet much that I can learn."

*Answer.*—The only place to get the information so that you may become an estimator is from a cost system. Certain information as to production is published from time to time, and the United Typothetæ has published a book that has a large amount of statistics and averages

which are valuable. To be an estimator you must first be fond of figures and details; you must have an analytical mind and be able to absorb facts and figures and so apply these facts and figures that they can be used in dissecting a job of printing and make them coincide with the cost and averages covering a wide area of printing. If you can't grasp that, you can never hope to be an estimator, and must remain in the "guesstimator" class. Estimators are born, not made; just like poets and painters. Some men can take the facts from cost systems, and the production of work, and so arrange and store these facts for future use, that in looking at a piece of work they can arrive at a price that is correct. But there are very few such men in existence to-day. Also, an estimator may be absolutely correct in his figures, yet through some error in doing the work, more time is used than necessary. Some of these instances will be taken up later in articles in this department. So, you must continue to study, and watch your cost system, analyze each individual job, take averages through your entire plant, and figure, figure, all the time. An attempt to teach estimating by mail is being made. It is hoped that it will be a success, and, at any rate, if you can afford the price, the course will do you no harm. It may teach you how to do it, or how not to do it. Your cost system, in the end, will prove that to you.

**Get the Money.**

What is the use of doing a job of printing and not getting paid for it? If any one in the whole world is entitled to his money promptly, it is the printer. And yet few of them make prompt collections, and let drag month after month accounts that should be paid.

It is extremely poor business management not to collect what is owing you on the date it is due. The lack of this has caused many an otherwise well-run concern to fail. How often in commercial reports comes the news, "Failed because of poor collections."

The idea that printers' accounts should be paid the first of the month seems to be instilled into the business world, but the idea is entirely wrong. Printing is cash, and should be so paid, and if not, an additional charge should be made for carrying the account.

Some time ago, one of the large electrotype and engraving concerns got out a clever slip, which it sends to all those who do not pay promptly, with a statement of the account. The idea can just as well be applied to printing, and will perhaps be the cause of getting money more promptly. The slip reads as follows:

**ENGRAVINGS AND ELECTROTYPES ARE NOT MERCHANDISE.**

From the first stroke of the pencil by the artist until the finished product is delivered, *labor* is the prime factor.

Prompt payment of pay-rolls is required by law, and no one takes exception to the law's demand in this.

The cost of the material is a small factor in the production of engravings and electrotypes, and yet no piece of material can be returned to stock

and sold to another customer any more than can the labor expended be returned and sold.

When the engraver or electrotyper is given a certain piece of work to do he is in the position of a foreman, except that he is required to furnish the funds until the work is finished and paid for.

Our terms: In accepting the accounts of companies, firms or individuals satisfactorily rated by the mercantile agencies, we expect payment during the month following delivery.

While the terms as to printing are open to question, yet the meat of the notice is so good, that that part is overshadowed.

Too many times the printer finances some scheme, and prints a lot of stationery and circulars, waiting for the sale of stock, or prospects, or something else; and in the end, maybe, takes stock as part payment, or loses a good share of the account in cash.

This is truer in publishing papers or magazines for others. A recent failure of a magazine in New York shows a printer badly "in" on the deal, when he should have demanded cash in advance and prompt payment upon completion. If more of this were done, there would be fewer fly-by-night and mushroom papers and magazines, to say nothing of promotion concerns with little behind them, except the printed matter obtained on credit from some easy printer.

Get the money, and—if not backed by a reliable concern that pays on the dot—get it in advance.

#### Another Attempt to "Beat the Printer."

Last month in this department attention was called to a State that was attempting to obtain printing below cost, and now another case has developed, but along a slightly different line.

It seems to be the general idea that there is an immense fortune to be made out of doing printing, and every time some large institution begins to have a lot of printing to do, some one connected with it gets a "bug" in his ear that they ought to have their own plant, do their own printing and save all kinds of money.

The most recent attempt is the Ohio State University at Columbus. There is an attempt being made to put a plant in that institution, but the printers of the State are alive, and are conducting a campaign to show the policy of the whole thing.

Every country printer is affected by this—even if he doesn't do a cent's worth of the work. It is not only the "high-man's" troubles, but yours as well. You can not afford to be selfish in this matter, for if plants of this kind are allowed to start without a protest, not only is there liable to be no end of it all, but in a few years a lot of "junk" is thrown upon the market.

Besides that, in private plants for State institutions there is a tendency to "rush into print" and print a great deal more than is necessary, making a waste of public money. If one State institution starts, others follow, and as the different institutions are scattered all over the State, and reach a large number of printers who do more or less work for them, the aggregate loss to the trade is heavy.

The country newspaper has a wonderful influence, and no man in politics can fight a united press. It is up to the country printer to protect his business interests regardless of political parties, and he should at once protest publicly through his paper, and privately by letter, against taking a portion of his livelihood from him to meet the crack-brain ideas of some theorist. The time to act is all times, and every member of the legislature of every State, before he is supported by any newspaper, should be plainly given to understand that the country printer is a power,

and wants only a fair deal, fair prices, and to be allowed to get his portion of the State printing.

There is a need of reform in the letting of contracts and the setting of prices for State, county, city and all public printing.

The method to-day is unfair, unjust, and leads to graft. It is up to the country printer to help reform this one thing. Get busy!

#### GREAT EASTERN COST GATHERING.

That the East is aroused about the cost question there can be no doubt. The meetings at Boston last fall and at Philadelphia on January 16 and 17 prove it, for both have the distinction of having been attended by about eight hundred persons. The Philadelphia session is said by observers to have reached high-water mark in point of enthusiasm and strict attention to business. An innovation was the policy of keeping the audience under the same roof from the opening to the closing of the day. Luncheon and the informal banquet were served in the hall which is the home of the Scottish Rite. There was some vaudeville at the banquet and a stereopticon lecture by the printer-organizer, Henry P. Porter, of Boston, Massachusetts, on "The Printer and the Dollar."

The feature of the banquet, however, was the two-act play, "The Revised Proof," which originated with the Philadelphia organization. The preliminaries were participated in by E. Lawrence Fell, who called the meeting to order, after which Rev. Joseph W. Cochran invoked the divine blessing and Mayor Blankenburg welcomed the guests in behalf of the city, and George H. Buchanan "greeted" them in the name of the local printers. Capt. J. Stearns Cushing, president of the United Typothetæ, responded to the welcoming speeches.

E. Lawrence Fell, of Philadelphia, was named permanent chairman, and W. J. Eynon, of Washington, D. C., and W. H. Albright, of Reading, Pennsylvania, were selected as secretaries. In naming Robert N. Fell, of Philadelphia, as treasurer it was mentioned that his office is on the site occupied by Benjamin Franklin's office more than a century ago.

After the assembly's organization J. A. Morgan, of Chicago, chairman of the American Printers' Cost Commission, spoke on the "Importance of the Cost System," which he declared was "a tabulation of the units of product," and asserted there was "just as truly a fixed cost for every hour of composition, presswork or binding as for a ream of paper which the printer purchases."

Speaking on "The Printer of the Future," J. Clyde Oswald, editor of *The American Printer*, said the standard of the business and the men engaged in it were steadily advancing, which augured well for the future.

Franklin W. Heath, secretary of the United Typothetæ, spoke on "The Need of Coöperation," and lauded the work of cost congresses.

Illness prevented the attendance of G. H. Gardner, of Cleveland, so his paper on "The Printer as a Business Man" was read by Julius Weyl, of Philadelphia.

Albert W. Finlay, of Boston, talked on "The Meaning and Necessity of Cost Finding," and took occasion to condemn the methods employed by some machinery-makers in showing low cost of production. He said these methods militated against the interests of the employing printer.

Chadwick P. Cummings, of Philadelphia, gave his chart-illustrated "Demonstration of the Standard Cost-finding System," which was followed by a discussion.

Sandwiched among these city printers was O. D. Shock,

president of the Pennsylvania Editorial Association, who handled "The Country Newspaper and Job Office." He said the support received by the local newspaper and job printer is the truest index of the status of a community.

Following the banquet and entertainment mentioned above, Mr. Porter, of Boston, opened the second day's proceedings by telling his auditors "What Organization and the Cost System and Organization Can Do for the Printer."

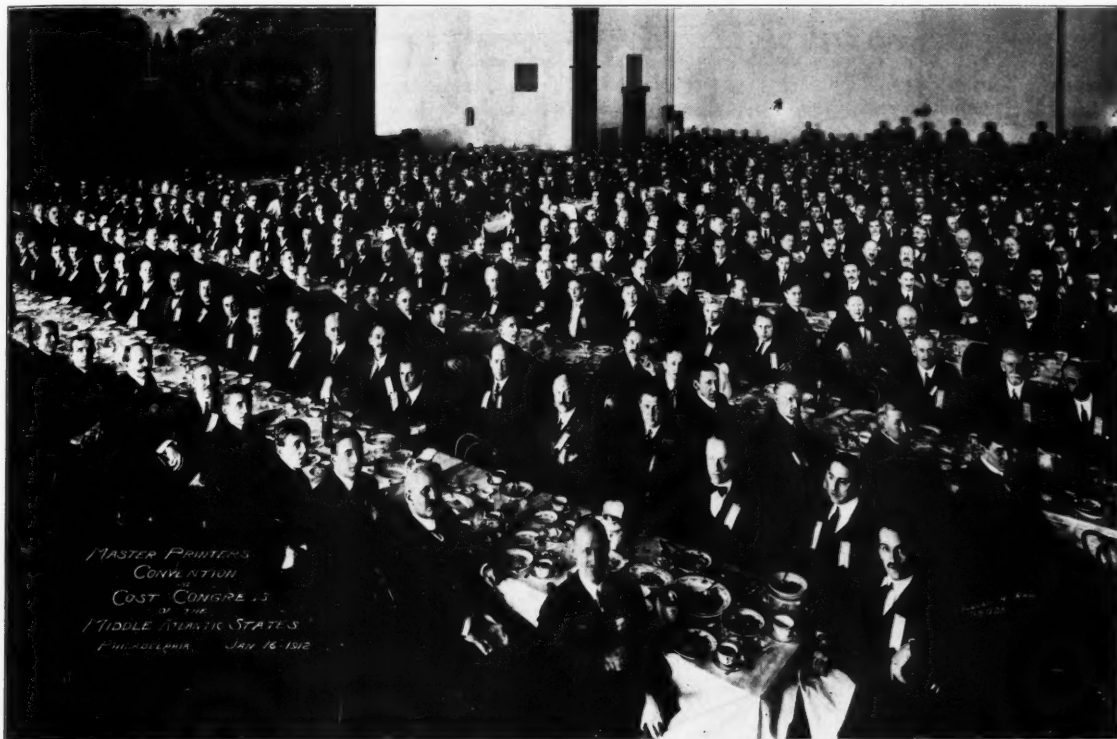
In an address on "What the Cost System Has Done for the Printers of Haverhill, Massachusetts," J. E. Wade, of that city, denounced the practice of soliciting business already awarded to another firm, characterizing the act as being "pure robbery."

Edgar Barnes, a bank attorney, spoke on "The Printer and His Banker," proving a Job's comforter when he said:

#### FIRST COLORADO COST CONGRESS.

One of the best of the numerous gatherings of printers that Denver, Colorado, has had in the past few years was held January 8 and 9, when the first Colorado Cost Congress met under the joint auspices of the Colorado State Editorial Association and the Denver branch of the United Typothetæ of America. About one hundred and fifty editors, publishers and printers were present, and the success of the meeting can be largely attributed to the work of Chairman George E. Hosmer, Colorado State Commissioner of Printing, and Secretary William G. Chamberlain, who is also secretary of the Denver Typothetæ.

Following the sessions of the annual meeting of the Editorial Association, which were held on Monday, the first



"Often a printing-office stands for only so much old iron, and credit is extended more on the character of the printer than on the worth of the collateral."

W. J. Eynon, of Washington, D. C., dilated on "What the Cost System and Coöperation Has Done for the Printers of This Country," while John M. Imrie, of Toronto, told about "The Cost System and the Canadian Printer." George H. Perry, of New York city, rather "knocked" the job-printer's trade when he said "One newspaper advertisement is worth a ton of other advertising," in his address on "The Printer as an Advertiser." The ever-active Alfred J. Ferris, secretary of the Graphic Arts Fire Insurance Company, took advantage of the opportunity to demonstrate the merits of coöperative insurance.

THE secret of art in printing, as in all other industries, can be cited in one sentence, and that is simplicity, combined with careful attention to every detail.—*British Printer.*

day of the meeting, the subject of cost finding was introduced by F. B. Abernathy, the president of the Denver Typothetæ, who spoke on "The Principles Involved in the Cost Finding Movement."

At 7 P.M. a banquet was served in the convention hall of the Albany hotel, and immediately following this Chairman Hosmer introduced Otto Thum, who in turn introduced H. W. Flagg, assistant secretary of the United Typothetæ, with headquarters at Chicago.

Mr. Flagg gave a very interesting chart demonstration of "Finding the Cost," showing upon large charts all the forms used in the standard uniform cost-finding system, and explaining how each of the forms was used.

He made his remarks particularly applicable to the country printers and editors who were, many of them, unfamiliar with the system, and showed them how the system could be adapted with beneficial results to even the smallest plant. He showed how the overhead or office expense of every plant is a large percentage of the total

operating expense, and that the cost of work in the small town is not necessarily less than in the city, because the cost of doing business must be apportioned to fewer hours of productive time in the plant. Generally, he considered that the cost of work in the country is higher than in the city, which was somewhat of a surprise to many of those present.

Mr. Flagg further stated that the records of the cost system should be kept in the office safe each night, and that the system is valuable if for nothing else than for the showing of work done on incompleting work that can be made to the fire-insurance companies in case of fire in this way. He said that in a recent large fire in Birmingham, Alabama, the insurance companies settled with a printing-house for this work without question, when otherwise nothing might have been paid for this loss because the value of the incompleting work could not be shown.

Mr. Flagg invited questions regarding the cost system, and explained in answer to these how the system could be adapted to the small shop, and how little time was required to keep the simple records, which he characterized as merely addition and division.

Following Mr. Flagg, Joseph Hays, of Chicago, spoke briefly on the need of standardizing the printing business.

Tuesday morning Carl Anderson, of Fort Collins, introduced the subject of "Cost Finding as Applied to a Combination Newspaper and Job Plant." After outlining the subject briefly he turned it over to Ralph A. Goff, connected with the same plant—the Courier Printing & Publishing Company—who told of the way in which they handled the two departments, treating the newspaper as a job in the job department, which he said proves a successful method of treating the newspaper in a combination shop. Discussion followed the paper.

B. F. Scribner, of the Franklin Press, Pueblo, spoke on "Correct Selling Prices," and while admitting that he could not fully decide the question, he shed bright light on the subject for those present. The gist of his remarks was to the effect that, knowing the cost of production as it can be known through cost-finding systems the printer should get a fair profit from his work and on his investment.

"Benefit of the Cost-finding System" was ably discussed by D. S. Gilmore, of Colorado Springs, who has been an insistent booster for the system ever since his firm installed it about a year ago. Some of the benefits that he mentioned are that the system will take the conceit out of printers who have been deceiving themselves, and put brains in place of this conceit; that it will bring a profit to the printer on his work and will place him on a much better footing with his customers in securing fair prices.

E. L. Bristol, of Cheyenne, Wyoming, who was to speak on "What Membership in the U. T. A. Means to the Small Printer," was unable to be present, and his paper was read by Secretary William G. Chamberlain, Jr. Mr. Bristol was of the opinion that membership in the Typothetae was as important to the small printer as to the proprietor of the large plant, although the small printers are usually slower to realize this. He recommended the work of the organization highly, and urged every printer to adopt the cost system if he had not already done so.

Charles F. Hynes, superintendent of the Smith-Brooks Printing Company, Denver, spoke on "The Cost System as an Efficiency Promoter," and cited instances from his own experience in directing the work of a large plant where the cost system benefits largely in increasing the efficiency of employees and the service of a plant.

Guy U. Hardy, of Cañon City, spoke on "How to Protect Ourselves from Bad Debts." The substance of his

remarks were: Don't make bad debts. If you have made them, collect them as soon as you can, and if you can't collect them charge them off and forget about them as soon as possible.

The committee, which had been appointed to report on the matter of a permanent organization, reported at the close of the Tuesday session through the chairman, F. E. Abernathy, recommending that a permanent organization be effected to be known as the Colorado Cost Congress, and that the constitution and by-laws be left to the following tentative officers: President, D. S. Gilmore, Colorado Springs; first vice-president, Carl Anderson, Fort Collins; second vice-president, C. E. Adams, Montrose; treasurer, Frank Wright, Trinidad, and secretary, William G. Chamberlain, Denver. This recommendation was adopted, and, after a vote of thanks to the general committee of arrangements, the first Colorado Cost Congress adjourned.

Following were the members of the joint committee who had charge of the arrangements for the congress:

Representing Colorado Editorial Association—George E. Hosmer (chairman), Morgan County Herald; Carl Anderson, Fort Collins Courier; Charles H. Wolfe, Greeley Tribune. Representing Denver Branch United Typothetae of America—William J. Burke, the Williamson-Haffner Company; Otto F. Thum, the Majestic Printers; R. E. Merritt, the Merritt Printing & Stationery Company; William G. Chamberlain, Jr., secretary, Denver Printing & Publishing Company.

#### PACIFIC COAST COST CONGRESS, FEBRUARY 19 TO 21.

The printing industry of the Pacific coast will hold its second cost congress at Los Angeles on Monday, Tuesday and Wednesday, February 19 to 21. The publicity committee says the weather man has guaranteed a temperature of between 65° and 75°, so a large attendance is expected. Portland, Seattle, Spokane, Tacoma, Vancouver, San Francisco, Sacramento and San José will each send one or more representative men to participate in the symposium, which is to be a feature of the gathering. It will consist of recitals of the accomplishments of organizations, comparisons of methods for influencing or controlling selling prices, data about equipment and product, and the handling of credit and collections.

At this writing the partial program includes a paper by Chadwick P. Cummings, of Philadelphia, on "Estimating, the 'Follow-Up' of the Cost System"; W. Elno Beavis, of Los Angeles, will talk on "From the Customer to the Factory," giving an analysis of an order for printing from the salesman to the workman, showing what to do and what not to do; Senator Seneca C. Beach, of Portland, will ride an old hobby of his when he speaks on "The New Relations of the Supply Man and the Printer," telling what has been accomplished and suggesting reforms for the future; P. C. Kenyon, of Des Moines, Iowa, will answer the query "Does the Cost System Cure All the Ills of the Printing Business?" and there will be a demonstration of the Standard Cost System, in which the new charts of the United Typothetae will be used.

Not all the time will be taken up with business, as that would not be Californialike. The entertainment program includes a general reception on Monday evening, a luncheon for the delegates and a sightseeing trip for the ladies on Tuesday, who will be tendered a reception on Wednesday afternoon, while all will be entertained at a theater party at night. Thursday will be playday entirely, the party leaving at 10 A.M. for a trip to Mount Lowe, where lunch will be served.

# Obituary

## Capt. John Franklin Cothran.

Capt. John Franklin Cothran, founder of the Mobile (Ala.) *Item*, and a veteran of the Civil War, died on December 13 at his home, in Mobile. Captain Cothran began his career in the printing business as "devil" on the Marion (Ala.) *News*, and had as his companion on the paper Col. Sumpter Lea, who later became one of the leading lawyers of the State. After the war Captain Cothran returned to Mobile and engaged in the job-printing business. At the close of the yellow fever epidemic, in 1897, he began the publication of the Mobile *Daily Item*, and continued as president of the company to the time of his death.

## Col. John H. Filler.

Col. John H. Filler, editor, lawyer and veteran of the Civil War, died at the home of his brother—W. H. Filler—at Warren, Pennsylvania, on December 30. When twenty-one years old Colonel Filler edited the Bedford (Pa.) *Inquirer*, later taking up the practice of law. At the outbreak of the war he raised the first company in Bedford county, being Company G, Thirteenth Regiment, for three months' service. Reënlisting, he served throughout the struggle, and was mustered out as colonel of the Fifty-fifth Regiment, Pennsylvania Volunteers. After the war he served as an officer in the regular army stationed at Lynchburg, Virginia, but resigned shortly and reëntered journalistic work. He was editor of the Harrisburg *Patriot* for a number of years. In 1881 he joined the editorial staff of the Philadelphia *Record*, and was one of the editors of that paper when stricken with his final illness. Colonel Filler was eighty-three years of age, having been born at Bedford, July 18, 1829.

## Harrison T. Chandler.

Harrison T. Chandler, president of the Chandler & Price Company, manufacturer of printing-presses and printing machinery, Cleveland, Ohio, passed away at his home, 10007 Euclid avenue, that city, on January 1, at the age of seventy-one years.

Mr. Chandler was born in Chandlerville, Illinois, and when twenty-two years old entered the service of his country as a soldier in the Civil War, serving throughout the conflict. After peace had been declared in 1865, he returned to his birthplace, and entered the banking business, later becoming the head of the bank at Chandlerville. In 1881 he went to Cleveland, Ohio, and purchased an interest in the Cleveland Type Foundry, serving as one of its officers for three years, when he formed a partnership, under the name of Chandler & Price, for manufacturing printing machinery. In 1895 the company was incorporated, Mr. Chandler being elected president of the corporation, and serving in that capacity until the time of his death.

Few men with successful business careers have been able to gain and hold the good will, implicit faith, and

unfeigned loyalty of their associates to the degree which marks the record of Mr. Chandler. His consideration for others was so prominent and beautiful a characteristic in all of his dealings that his great unselfishness will ever be remembered by those who knew him well. And his honesty and integrity can not better be expressed than in the words of a friend who enjoyed a "thirty-one years'



HARRISON T. CHANDLER.

acquaintance, and not an intimation that could be aught but honest and straight as God meant all men to be."

Mr. Chandler entered the field of printing-machinery manufacture in comparatively recent years, yet his name and his products have become favorably known not only in all of the United States but throughout Europe and in some of the Asiatic countries. During his manufacturing career, 42,562 presses and 5,505 paper-cutters were built and sold by his company, and it is said that not a single machine proved to be defective.

Mr. Chandler was a thirty-second degree Mason, a member of the Cleveland Chamber of Commerce, the Ath-

letic Club, the Union Club, and was interested in various local industries. He leaves a wife and two daughters — Mrs. S. W. Tucker and Mrs. R. J. Frackelton.

#### Edgar B. Woodward.

Edgar B. Woodward, president of the Woodward & Tiernan Printing Company, St. Louis, Missouri, died at his home in that city on December 15, after an illness of more than a year from stomach trouble. He had a nervous breakdown about two years ago, when he went to Hot Springs, Arkansas, returning after several months greatly



EDGAR B. WOODWARD.

improved in health. It was not long after he resumed his duties, however, that he again became ill. One side of his face became paralyzed, and the condition slowly spread to other parts of his body. Mr. Woodward, on the death of his father — William H. Woodward — succeeded as head of the firm in 1904, and had exerted a big influence in making the name of Woodward & Tiernan favorably known throughout the West. Besides his son and wife, Mr. Woodward is survived by three sisters and three brothers. The brothers in St. Louis are: Walter B. and Louis B. Woodward. Julius W. Woodward, a third brother, is an officer in the United States army, stationed in Montana. The sisters in St. Louis are: Mrs. Mary Ernst and Mrs. Edward Mead. Mrs. J. Dillon, a third sister, resides in Texas.

#### David Reid.

David Reid, journeyman printer, well known in many parts of the country, died in St. Louis, Missouri, on December 22. "Dave," as he was familiarly known, was noted for his quick wit and art of repartee, as well as for his genial disposition and big heart. Born in Philadelphia fifty-six years ago, he was of the old school of printers, and although he had spent twenty-five years in Burlington, Iowa, he had traveled over a large part of the United States during the later period of his life and was known in many composing-rooms. He is survived by three brothers and three sisters — Millard Reid, of Burlington; Charles and Frank Reid, Mrs. Ed. Vanderpool, Mrs. Mary Burnett and Miss Jennie Reid, of Chicago.

#### James F. D. Garfield.

James F. D. Garfield, a pioneer in the early journalism of Fitchburg, Massachusetts, and later prominent in business circles, died at his home in that city on December 11. Mr. Garfield was born in Langdon, New Hampshire, in 1828. He early learned the printer's trade and was engaged in the business for a number of years. From 1852 to 1860 he owned the Fitchburg *Sentinel*, which had been established by his brother. Afterward he engaged in various business lines and activities. In recent years he had devoted much of his time to the interests of the Fitchburg Historical Society, and had contributed the site on which the new home of the society is being erected.

#### GASOLINE BULLETIN.

A pint of gasoline left open in a basin in a room at a normal or average temperature will entirely evaporate in twenty-four hours. The gasoline vapor is heavier than the air and sinks immediately to the floor, and unless it is disturbed by active air currents will remain in the room for many hours. One pint of gasoline will make two hundred cubic feet of explosive mixture. Without becoming too scientific, it may be said that this gasoline vapor is seven times more powerful than gunpowder.

Every gasoline explosion and fire that occurs in the home is due to ignorance and carelessness on the part of the user. Gloves must be cleaned, fabrics must be dipped in gasoline or alcohol and their use will continue. For that reason, it is vitally important that the user should have all the information possible about the danger incurred.

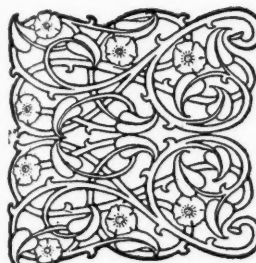
Gasoline should be used in open air wherever possible, but if it must be used in the house, all the windows should be opened wide and a sufficient draft created to drive all the vapor from the room. It is almost criminal to use gasoline in the kitchen or other rooms where it is exposed to fire. The vapor has been known to jump thirty feet from a tank in the open air and explode with such violence as to wreck the tank-car and burn all the buildings in the immediate neighborhood.

It is not necessary to touch a match to it. A spark from the heel of a shoe striking a tack or nail will explode the vapor. A lighted gas jet will produce the same result. Keep gasoline away from every kind of flame, even if that flame is enclosed as in a stove or furnace.

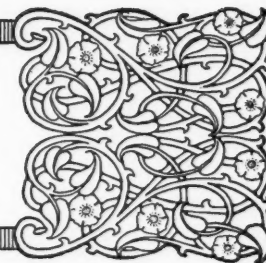
Articles dipped, washed or soaked in gasoline give off an explosive vapor for hours after. They should be thoroughly aired before being used and always kept away from exposed flame. A woman cleaned her gloves with gasoline. An hour later she put them on to go out. Before leaving the house she stopped to light the gas. The gloves caught fire and severely burned her hands and arms. This occurred in Rochester.—William J. Trimble, Chairman, Fire Prevention Committee, Rochester Chamber of Commerce.

#### KINDLY MAIL CHECK.

How dear to our heart is the steady subscriber  
Who pays in advance at the birth of each year,  
Who lays down the money and does it quite gladly,  
And casts 'round the office a halo of cheer.  
He never says, "Stop it; I can not afford it,  
I'm getting more papers than now I can read."  
But always says, "Send it; our people all like it —  
In fact we all think it a help and a need."  
How welcome his check when it reaches our sanctum,  
How it makes our pulse throb; how it makes our hearts dance.  
We outwardly thank him; we inwardly bless him —  
The steady subscriber who pays in advance.



# Trade Notes



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

## To Install New Plant.

The Boatwright Brothers Company, of Danville, Virginia, whose printing plant and bindery were recently destroyed by fire, has announced that new equipment will be purchased and the business reestablished. Supply houses have been asked to forward catalogues.

## Printer Is Good Farmer.

That a printer may become a farmer and still be successful has been demonstrated by Will Ennis, an old-time printer and foreman of this city, who five years ago rented a farm near Lamaille, in this county, says the Burlington (Iowa) Gazette. In the five years Ennis has made from his rented land enough money to buy 320 acres in Pine county, Minnesota, and have in cash besides the sum of \$3,285. Ennis will move to his new home in Minnesota in the spring.

## Printers of Eastern Canada to Have Congress.

The tentative program of the Cost Congress of the Printers of Eastern Canada, received just as we were closing our forms, indicates that the meeting, scheduled for February 22 and 23 at Toronto, will be the most important so far held in that country affecting printers. Secretary Chester B. Ames states that an attendance of about five hundred is expected, and the program is rich with interesting subjects and able speakers, some of whom have achieved an international reputation.

## Classed as Lithographic Prints.

Gelatin printed post-cards have been placed in the category of lithographic prints by the Board of United States General Appraisers, so far as the tariff act of 1897 is concerned. H. Hagemeister & Co., of New York, some time ago imported some of these cards, and Collector Loeb classed them as printed matter, returning them for duty, with a tax of twenty-five per cent of the value. The board reverses the collector, sustaining the claim that the cards come under the head of lithographic prints.

## The Roberts Fire Leads to Consolidation.

Those who have observed Robert E. Ewing, of Birmingham, Alabama, at printers' meetings have been impressed with his possession of two standing-out qualities — energy and directness. In business he demonstrates those qualities. The plant of his firm was destroyed on November 24, when he promised to open soon "bigger and better than ever." Within the space of three weeks Mr. Ewing's firm — Roberts & Son — announced it had acquired the capital stock of the Roberts Printing Company. This concern has been in existence since 1872, and its chief — Charles Roberts — retires to essay public life, being a candidate for membership on the board of revenue of Jefferson county, Alabama. Though the same gentlemen are officers of both

companies, it is the present plan to continue the business under the old firm names. The building of Roberts & Son is to be rebuilt immediately; meanwhile that firm has taken possession of the building and plant of the Roberts Printing Company and is handling all orders. The board of directors of Roberts & Son is composed of the following gentlemen: Robert W. Ewing, president; Richard W. Massey, vice-president; James G. Smith, secretary and treasurer; G. F. Thum, superintendent of plant; W. B. Dickerson, E. M. Tutwiler, R. T. Anderson, Hill Ferguson and Richard V. Evans.

## New Printing Concern at Providence.

Frederick C. Jones and Robert B. Jones, of Providence, Rhode Island, and Albert C. Venner, of Warwick, have filed articles of association with the Secretary of State, creating the Edward S. Jones Company, to engage in the general printing and engraving business at Providence. The new concern will specialize in half-tones and the three and four color process, together with embossing and fine catalogue work. The officers are: President and treasurer, Frederick C. Jones; secretary, Robert B. Jones; superintendent, A. C. Venner.

## Periodical Publishers to Have Noted Guests.

On February 2, the Periodical Publishers' Association will hold its annual meeting and dinner at the Bellevue-Stratford Hotel, Philadelphia, Pennsylvania. According to the latest acceptances received by Cyrus H. K. Curtis, chairman of the committee, the dinner will take the line of a forum for prominent presidential possibilities. Senator La Follette, of Wisconsin; Governor Wilson, of New Jersey, and Colonel Roosevelt are among the guests who are expected to be present at the table surrounded by the leading periodical publishers, editors of one hundred and fifty or more great newspapers, and four hundred or more famous writers and artists.

## Teller-Hurst Engraving Co. of Rochester, New York.

Victor W. Hurst, who has been actively connected with the Syracuse Teller-Hurst Engraving Company, has severed his connection with the Syracuse organization and has taken over the Rochester Teller-Hurst Engraving Company, a separate corporation which was organized a year ago to do high-grade colorwork. The Syracuse Teller-Hurst Engraving Company was formerly the H. J. Ormsbee Engraving Company, one of the first engraving concerns in the United States. The Rochester Teller-Hurst Engraving Company is the plant of the engraving department of the Central Printing & Engraving Company, which has always had a high reputation for the excellence of its engravings. It is the purpose of the new organization to devote itself to the highest class of work. Associated with Mr. Hurst, who was also for a time with the Binner-Wells

Company, are Ralph P. Hurst, as sales manager, and Herman Friese, color expert, formerly with the American Colortype Company, of Chicago, and the Binner-Wells Company.

#### W. E. Eldridge Now with Braid & Hutton.

W. E. Eldridge, formerly with the Tri-State Printing Company, of Ashland, Kentucky, has recently accepted the management of the stationery department of Braid & Hutton, of Savannah, Georgia. This well-known concern has been in the printing business in Savannah for about twenty-one years, and it is now opening a large stationery department in connection with its printing plant. Braid & Hutton will be pleased to receive catalogues and circulars of stationery goods from manufacturers in this field, and invite makers of office specialties to send in descriptive literature, as the concern will take on a number of agencies for meritorious specialties.

#### Lynch Brings New Suit.

A new suit, asking \$100,000 damages, has been filed against the National Association of Manufacturers by James M. Lynch, president of the International Typographical Union. The former suit grew out of a resolution passed by the directors of the association relative to the Los Angeles Times explosion, but it was dismissed on the ground that the complainant did not show that the resolution referred to him as an individual. In the new action Mr. Lynch asserts that the resolution of the defendants implied that he was using the money of the union for the purpose of fostering crime and murder, and accordingly gave the impression that he had been a confirmed criminal for years and an enemy of law and order.

#### The Miehles to Market a New Press.

Announcement is made that the State of Maine has granted a charter to Robert Miehle & Son for the purpose of manufacturing printing-presses and other machinery. The capital stock is \$250,000, and Robert Miehle is president and A. M. Miehle treasurer.

Robert Miehle is known to fame as the inventor and designer of the popular press of that name, and up to a year ago was connected with the Miehle Printing Press & Manufacturing Company. With the assistance of his son, he has since designed another press, which the newly formed company intends putting on the market. The present address of the concern is 6218 Winthrop avenue, Chicago.

#### Government Printers Want More Pay.

Public Printer Samuel B. Donnelly believes that the employees of the Government Printing Office are entitled to the increase of wages they are seeking. In his report Mr. Donnelly says this, relating to the employees:

"As a recognition of the increased efficiency of the employees of the office, particularly during the past two fiscal years, it is recommended that consideration be given to their requests for an increase in pay.

"There are employed in the Government Printing Office more than two hundred and fifty persons above the age of sixty-five, and it would be of advantage to the Government to provide for the retirement of those who have given to the public service the best years of their lives and who may be unable to perform an average day's work. This could be equitably accomplished through the adoption of a plan which would in effect amount to an annuity to each employee upon arriving at the age of retirement or upon becoming disabled. The basis of such annuities should be length of service and the salary or wage received during

their employment, which in the case of those who have been in the service for many years would meet their ordinary requirements during the remainder of their lives. Such a plan would result in saving a large proportion of the amount that it is conceded generally is now lost through the superannuation of employees, and would at the same time be an act of justice to the individual and a recognition of long and faithful service."

#### Chicago Typothetae Honors Franklin.

In keeping with its custom, members of the Chicago Typothetae commemorated the two hundred and sixth anniversary of Franklin's birth by holding their twenty-fifth annual banquet in the Gold Room of the Congress Hotel on January 17. Covers were laid for two hundred and sixty, and, gastronomically, the affair was the most successful of the business men's dinners of the season, an unusually large number of out-of-town guests being present.

President Southworth was in the chair and introduced W. H. French, of Barnhart Brothers & Spindler, as toastmaster, who acquitted himself in his usual masterly manner. A. M. Glossbrenner, of Indianapolis, and first vice-president of the United Typothetae, gave a historical sketch of the organization. He was followed by L. Y. Sherman, who spoke on Benjamin Franklin. J. Horace McFarland, of Harrisburg, Pennsylvania, made an earnest plea for "The Higher Education of Printers," and John U. Higinbotham gave "A Study in Types," in witty vein. These gentlemen composed the banquet committee: W. A. Grant (chairman), E. H. Wimpfheimer (chairman Banquet Committee), T. E. Donnelley (chairman Committee on Speakers), R. M. Eastman (chairman Invitation Committee), A. Taylor, W. H. French, Forest Hopkins, James White, F. M. Preucil, W. F. Klein, O. A. Koss, C. P. Soule, E. A. Legros, J. Fred Butler, F. W. Galbraith, Jr., C. J. Keller, D. F. Keller, W. C. Gillett, W. H. Sleepeck, H. L. Ruggles, C. B. Stearns, Toby Rubovits, F. J. Clampitt, T. M. Ball, Henry T. Smith, John M. Tuttle, E. H. Stevens.

#### Old-time Printers' Association of Chicago.

The most democratic of all the assemblages in the printing trades—the Old-Time Printers' Association's dinner and dance on Ben Franklin's birthday anniversary—brings together old friends in a most delightful way. The twenty-seventh annual reunion was held at the Hotel Sherman, January 17, and nearly four hundred sat down to dinner. Rev. A. C. Anda gave the benediction, and President Philbrick introduced the Hon. J. E. W. Wayman, the State's Attorney, who was billed to speak on "Benjamin Franklin, Printer." Mr. Wayman ingenuously admitted that he had investigated the record of Franklin only very recently—in fact, some of the banqueters suspected that he left the room a few minutes for that particular purpose. At all events, the speaker drew a comparison of Franklin as an idealist and practical doer with the modern idealist, whose concepts are so high that he gets nothing done and simply blocks the way against getting anything done. The particular application was not stated, but the speaker opined that the comparison would "sink in." The rooms were cleared for dancing after the banquet, and an easy social celebration was carried out in the good old-time way.

#### Growth of the Printing Industry.

According to the preliminary statement of the general results of the Thirteenth Census, as related to printing and publishing, issued on December 30 by Director Durand, of the Bureau of Census, Department of Commerce and Labor, Washington, D. C., there has been a healthy growth in the industry. In 1904 there were 27,793 printing and

publishing establishments in the United States, while in 1909 there were 31,445. In the same period the amount of materials used mounted in value from \$142,514,000 to \$201,775,000, and the increase of products turned out from \$552,473,000 to \$737,876,000. In 1904, 287,679 persons were employed in the business, while in 1909 there were 358,042. In 1909 the amount of salaries and wages paid shows an increase of thirty-eight per cent as compared with 1904, the figures for the latter year being \$194,944,000 and for the former \$268,086,000.

There was but a small increase in the number of newspaper and periodical publications, although the aggregate increase of circulation was considerable, indicating a tendency to consolidation in the publishing field. In 1909 there were 22,143 newspaper and periodical publications in the United States, as against 21,848 in 1904, an increase of only one per cent, while the average aggregate circulation jumped from 150,009,723 in 1904 to 164,468,190 in 1909, an increase of ten per cent. A notable increase was in publications devoted to science and mechanics. These rose in number from 83 to 139, or sixty-seven per cent, and in circulation from 525,523 to 1,421,955, or one hundred and seventy-one per cent.

#### Printing Crafts Association Elects Officers.

The first annual meeting of the Chicago Printing Crafts Association was held on January 16, at the clubrooms of the Chicago Advertising Association, 73 West Monroe street, and was well attended. After partaking of a steak dinner, the members were informed by President Richards that, as new officers were to be elected, it would be necessary to proceed at once to business, and he called for the report of the Nominating Committee at the conclusion of the reading of the minutes of the last monthly meeting. The recommendations of the committee were concurred in, with one exception. William R. Goodheart, who had served as vice-president during the past six months, received the endorsement of the committee for reelection, but the name of A. A. Murray, of the McFarland, Shumway & Armstrong Company, was presented by one of the members. On the first ballot Mr. Murray tied Mr. Goodheart for the honor, and received a substantial majority on the second ballot. Following is a list of the officers elected:

President — E. R. Richards, Sears, Roebuck & Co.

Vice-president — A. A. Murray, McFarland, Shumway & Armstrong Company.

Secretary — Edward D. Berry.

Treasurer — F. S. Wiley, Rand, McNally & Co.

Board of Governors — H. W. Campbell, W. F. Hall Printing Company; V. C. Guston, Metropolitan Syndicate Press; U. G. Hinman, Rogers & Co.; E. J. Manske, Barnhart Brothers & Spindler; Christen Olsen, Manz Engraving Company; Thomas P. O'Neill, Barnes-Crosby Company; A. D. Robrahan, Brislane-Hoyne Company; W. C. Schmidt, Brock & Rankin; F. R. Shank, Faithorn Company; M. J. Whiland, John F. Cuneo Company.

A vaudeville program was presented during the counting of the ballots, which had the effect of putting every one in a genial frame of mind, and when the friends of Mr. Goodheart learned that he was beaten, it was taken in good part, and the defeated candidate made a speech, stating that the result would have no effect on his loyalty to the association — that his heart was in the work, and he would assist the officers in every way possible to bring success to the organization.

President Richards stated that a committee would be appointed, consisting of three members from each department of the trades, to take up the matter of investigating

new methods and processes, with the purpose of submitting the committee's reports for general discussion at the monthly meetings during the coming year.

#### West Wisconsin Ben Franklin Club.

A total of nearly \$1,000 raised for a stricken brother, Merlin Hull, of Black River Falls, the reception of seven new members, a stirring talk on costs, by W. T. Cole, the Minneapolis cost expert, and election of officers, were the net results of the annual meeting of the West Wisconsin Ben Franklin Club (Tenth congressional district), held at Eau Claire Monday, January 8. Every member who failed to attend this meeting missed one of the opportunities of his lifetime to get a clear understanding of a cost system and the results it produces.

The situation from a printer's standpoint has been very bad at Eau Claire and Chippewa Falls, and it was with the idea of getting the Eau Claire and Chippewa Falls folks interested in finding out what it costs them to do business that the meeting was held by the club at Eau Claire.

While late trains and other reasons kept several old members away, those on hand and the Eau Claire and Chippewa folks made up in enthusiasm for these absences.

The club was royally entertained by the publishers of Eau Claire, with a fine dinner at the Eau Claire Club (one of the finest club buildings in the State), after which Mr. Cole gave his talk on costs, with blackboard demonstration. Needless to say that what he pointed out was a revelation to the assembled printers.

In the afternoon Mr. Cole gave an address on "Organization," pointing out the benefits of an organization in Minneapolis and what could be done elsewhere.

The following officers were elected for the ensuing year: President — F. M. Welch, New Richmond.

Vice-president — George J. Nash, of Eau Claire.

Secretary-treasurer — Jonathan Boothy, Menomonie.

Charles Lowater was the retiring president, the constitution providing that no officer can hold his office for more than one term.

New members were received as follows: Telegram Publishing Company, Leader Publishing Company, Herald Publishing Company, Eagles Printing Company, Eau Claire Book & Stationery Company, all of Eau Claire; Herald Printing Company, Chippewa Falls, and Inter-County Publishing Company, Stanley.

The next meeting will be held at Eau Claire, Monday, April 8.

#### Agitation for a "Rational Almanac."

Insurgency is rife, as all the world knows, but it will surprise not a few to know that the Royal Society of Canada has declared itself an insurgent. It protests against our "clumsy months," which necessitate a new crop of almanacs every year. The principal human object of its aversion is Augustus Caesar, who, 1,939 years ago, is accused of "rigging up and muddling our months," to gratify his imperial vanity. Therefore, through the Canadian and British Governments, the Royal Society is conducting a campaign for a reformation of the almanac. B. Cotsworth, formerly of England, but now of New Westminster, B. C., is the active apostle of the change. He advocates thirteen months of four weeks each and has high hopes of seeing the reform inaugurated in the near future. It was an address by Mr. Cotsworth that induced the Royal Society to petition for an international conference. The British Government acquiesced, and after diplomatic parleys the Swiss Government issued a call for a conference to be held this year.

Mr. Cotsworth says the call "is being responded to by all the great nations, whose governments will send representatives, who will duly consider the various proposals, and then make recommendations for international concurrence.

"Each country will later legislate when its people shall adopt the revised permanent almanac, as such nations as the Chinese may not be fully prepared for this reform by 1917. Bills now before British, German, French, Russian, Japanese and other legislatures are being considered to expedite its adoption.

"Finally the fixed almanacs will be printed during 1916, ready for use from January 1, 1917, so that there will be no inconvenience — Nautical almanacs will be printed earlier. Increased convenience and greater ease for everybody's enjoyment will result.

"The change will operate easily, as February in 1914 will exactly fit in its four weeks which we propose to apply as the 'Standard Month' to regulate all future time.

"We are not proposing to apply a month that has not been tried. We advocate the February 28-day month, which experience has proved is the best for all."

#### Machine Composition Rules.

The following rules, adopted by the Machine Composition Club, of Cleveland, became effective on January 1:

1. The minimum line measure is 20 ems of the type in which it is set.
2. Copy intended for the machine should be legible and edited. Copy furnished in books, written on both sides of the paper, or in any form which prevents its being readily handled, or poorly prepared copy, is objectionable matter.
3. Type larger than 10 point will be measured as 10 point and charged at 10-point price.
4. Counted lines to run around cuts, initial letters, etc., will be charged two lines for one, and measured full width of the job.
5. Matter set over 30 ems will be charged price and one-half; if the lines contain small caps., italic or black-face, double price.
6. A minimum charge of 50 cents for each alteration will be made where no change of the machine is required. Where change of machine or type is required, charge will be made on time basis.
7. An extra charge on time basis will be made for assembling on galleys two or more faces of type, heads, etc.
8. All jobs of less than 5,000 ems to be charged on the basis of time work.
9. Matter containing a large proportion of figures or other technical matter will be considered as objectionable matter and charged on basis of time work.
10. All matter which requires lines to be centered, price and one-half; where centered over 30 ems, time work.
11. Lines with small caps., bold-face or italics shall be charged two lines for one; 50 ems extra will be charged for each character inserted by hand.
12. Captions over tabular matter to be set on time work only. Captions under cuts charged as double price.
13. Jobs running in all italic or all black-face will be charged at price and one-half up to 20,000 ems; over 20,000 ems, 10 cents per 1,000 ems above price for roman face.
14. Matter running line for line is objectionable matter.
15. Leader work is price and one-half; with two justifications, double price.
16. Where ditto marks are used, job will be on time basis.
17. An extra charge will be made for Cheltenham, Caslon and other job-faces.
18. Rush jobs which require work in hand to be side-tracked will be charged at double price.
19. All proofs will be given one reading; but will not be responsible for errors.
20. All metal in customer's hands at the close of the month must be paid for, or a rental charge of ½ cent per pound per month will be made.
21. When no mention is made of extra work on any job that is subject to any of the above rules, extra price will apply just the same.
22. Extra charge of 5 cents per 1,000 ems will be made for 5 point over 20 pica ems wide; 6 point over 23 pica ems wide; 8 point over 25 pica ems wide; 10 point over 27 pica ems wide.
23. Typewriter type will be measured as 12 point and charged as double price.
24. Leaded matter will be measured according to the face.
25. Minimum charge, \$1.

#### Editors and Printers Have Love Feast.

Tarrytown, New York, was the scene of a "feast of reason and flow of soul," on December 23, when Editors Van Tassel and Odell, of the Van Tassel-Odell Press, of that city, gave a dinner to their employees. Editor Odell acted as toastmaster, "aided and abetted by anybody who had anything on his or her mind." Berry Rockwell, advertising manager of the Maxwell-Briscoe Motor Company, who was the honored guest, made the sole informal speech of the evening. After commending the get-together spirit typified between the employers and employed in the Van Tassel-Odell Press, Mr. Rockwell read a "pome," accompanying the regrets of Ernest Coler, publicity promoter of the United States Motor Company, which aired in humorous pleasantries the personal idiosyncracies of the heads of the concern. In part it follows:

A writer who his business knew  
Far better than most writers do,  
This writer, so the tale is told,  
Knew printers to be bad and bold.  
And, therefore, quite a little weight  
Upon his statement must be laid,  
That though by Gods the piece be writ,  
'Tis Devils 'tend to printing it.  
Thus, though the subject of this song  
May smell of brimstone good and strong,  
I feel by force impelled to write  
And add another little mite  
To what my writer friend of old  
In truthful knowledge did unfold.  
For don't I know the gentle brood  
That thrives on tricks that are tabooed  
In every self-respecting trade,  
Except in that where news is made,  
Where grimy printers, dipped in ink,  
Put authors' efforts on the blink?  
And where the chap that's reading proof  
In utter meanness sits aloof,  
And tries as quietly as he can  
To discomfit the author man?

Then, after the heads of departments — Messrs. Grochan, Frayer and Pepper — were given a warm gruelling, the author turned his attention to the toastmaster:

But — worse than all these printer men,  
Who here are pilloried 'twixt my pen,  
Is one — you know his name? — Well, well!  
Yes — right you are — it is Odell!  
When all of these fiends of press and case  
Have set the type and locked the chase,  
And kept you worried day and night,  
And wondering, "Will the book be right?"  
When all these chaps have had their fill,  
There comes Odell, and brings the — Bill!

The rhymester concludes, however, that —

... on the whole  
A printer is a good old soul.

A varied assortment of gifts were presented by the toastmaster, each gift expressing the foibles of the recipient, and in turn Messrs. Van Tassel and Odell were individually and collectively presented with silver match-boxes, each accompanied by a cluster of roses to take home to his wife, just to prove that the dinner was not a myth.

#### "Adulterated" Paper in G. P. O.

According to a Washington dispatch, the congressional joint committee on printing has discovered that "adulterated" paper has been used for years in the Government Printing Office, and that the federal documents may crumble in less than a century. This discovery, it is stated, will bring about the establishment of a complete new set of Government paper standards. The adulteration, according to report, was accomplished by the substitution of clay for the more substantial wood or rag fibers.

## Business Notices

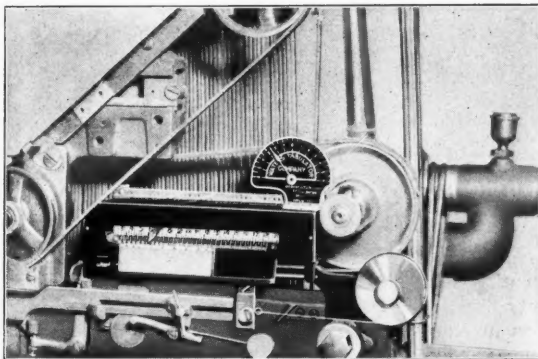
This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

### PHILADELPHIA O. K.'S LINO-TABLER SYSTEM.

Nearly a score of Philadelphia users of the Lino-Tabler system extended the hospitality of their plants to delegates attending the recent Eastern States Cost Congress who wished to see the new method of tabular composition in operation. The mounted specimens of Lino-Tabler work which the company displayed, 1,400 square inches in size, elicited much comment, and were constantly surrounded by interested machine owners. General Manager Stevenson, who is spending a few days at the Eastern agency of the Lino-Tabler Company, attended the congress, meeting a number of users of the system from several of the Atlantic-coast States.

### WATERS LINOTYPE TABULATOR.

The Waters Tabulator Company has been organized for the manufacture and sale of an aligning or tabulating device to be attached to Linotypes. The inventor, Edward T. Waters, is an experienced operator and the titular head of the Waters Printing Company of Omaha, Nebraska. Ten years ago he began to develop the idea, securing



WATERS' LINOTYPE TABULATOR.

United States patents in 1904. He has also secured patents in Canada, Germany, France and Great Britain. On these documents Mr. Waters makes the claim that he has the basic patents on all aligning devices from the assembler slide of the Linotype. Since 1904 the inventor has been improving this attachment, until it is now a valuable accessory to all Linotypes, enabling them to produce tabular matter with practically the ease of straight composition, a prominent feature being the ability of the operator to refer at any time to a slug already cast for alignment or ditto work, just as a compositor would get it in a composing-stick.

With the Lino-Tabler system and unit-set matrices, this attachment should prove one of the most important additions to the Linotype, as it will enable this machine to enter a field in which it has heretofore been deemed impracticable. It facilitates the composition of leader work, as it eliminates transposing matrices by hand when a line is to be filled out. With this device there should also be no



EDWARD T. WATERS,  
Inventor of Linotype Tabulator.

excuse for an operator getting a tight line (in making corrections, etc.), as he will know exactly what his line measures before it is "sent up."

The tabulator has been tried out in several offices and the users speak of it as one of the most important adjuncts to the Linotype that have appeared in years, and all predict its universal use.

This accessory requires no change in the Linotype, as it can be placed on the machine in a few minutes, and once placed there can be connected or disconnected in a second, never interfering with the operator in any manner, yet always directly in front of him when needed.

H. B. Rouse & Co., of Chicago, have the contract for making these machines, which is a guarantee of workmanship and material. In addition to being durable, the mechanism is simple, and the danger of maladjustment is almost negligible.

**POINTERS ON BUYING MOTOR WAGONS.**

How to go about the choosing of a motor truck or delivery wagon without making a costly mistake is a problem that to-day undoubtedly confronts thousands of business concerns. They have practically decided to adopt motor vehicles to facilitate their business, being convinced by observation and keen foresight that the mechanical road vehicle is just as inevitable to continued industrial and commercial progress as were the steamship and the locomotive in their respective fields of transportation. But, while amply qualified by long experience to buy horses and wagons precisely suited to the conditions of their business, the motor wagon is such an unknown quantity to the great

age required, and amount of care likely to be bestowed upon it on the road and in the garage. While there might be nothing seriously wrong in the design, material or workmanship of any one of fifty or a hundred different makes of machines, a bad selection with regard to the requirements of any particular case would probably cause trouble and disappointment.

By far the greatest educational factor is the big national motor-car shows, at which all the principal makes of trucks and delivery wagons can be examined and compared as to design, workmanship and price. There the experts, not of one or two, but of a dozen or more, companies, may be consulted without establishing an implied



Fifty of these machines were ordered recently for the Government Printing Office.

majority of business men that many are more or less at sea regarding the steps to be taken and the points to consider in making a decision.

With well over one hundred different makes in the market to choose from, and every possible size and type, from a tricycle parcel-carrier of five hundred pounds' capacity or less to the ponderous ten-ton truck, there is no lack of opportunity to go astray if one depends solely upon his own judgment. What the prospective buyer really is in need of is more knowledge on the subject. The best buyer of goods or materials in any line is the one who has the widest and most intimate knowledge of those goods and materials.

The obvious thing, then, is to get in touch with those who do know about the machines, and to make as careful a study as possible of the different kinds and sizes and their respective merits and capabilities. It is essential to the satisfactory use of a motor truck or delivery wagon that it be suited in all respects to the precise nature and volume of the work to be done, roads or streets to be traversed, topography of the vicinity where used, daily mile-

obligation to buy from any company that confers the favor of such advice. It will be possible in one or two days' time to gather information at the shows that would require months of effort to acquire in any other way. Nearly seventy different makes of business vehicles were on exhibition in New York from January 10 to 17, and an equal number will be exhibited in Chicago from February 5 to 10. In all, fully ninety different companies display their newest models this winter, among which are many never before in the market.

**MATRIX-DRYING AND PLATE-FINISHING MACHINES**

Two recent catalogues from R. Hoe & Co., New York, are devoted to machines of the above character. A catalogue of Improved Pneumatic Matrix-drying Machines is attractively printed in black and brown and is fully illustrated with unusually good half-tones. The catalogue of the Stereotype Plate-finishing machines is printed in gray-green and black and is also excellently illustrated. Both catalogues are well designed and present the machines in a most attractive manner.

**HANDLING PAPER STOCK WITHOUT REPIILING IT.**

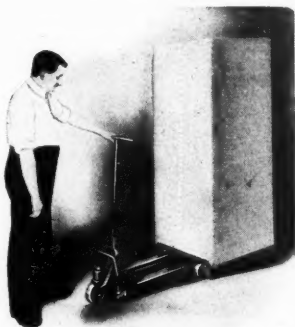
A remarkable new system that completely prevents the waste of stock and saves time, labor and equipment for printers, lithographers and publishers.

Every printer and publisher knows, whatever the cost of the stock used may be, that the cost of producing printed matter is determined by —

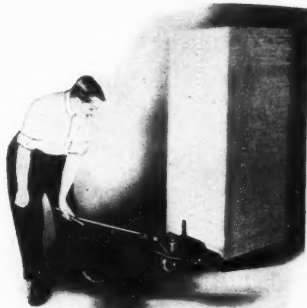
1. The cost of printing.
2. The cost of handling the stock.

The new method consists simply in placing each pile of stock on separate platforms, then moving the platform itself whenever and to wherever the stock is wanted — instead of repeated piling from truck to platform and from platform to truck. And the efficiency and successful operation of the system is made possible by the remarkable self-loading truck invented by Mr. Cowan for the purpose.

You load the truck by slipping it under the platform and depressing the handle to the natural position for pull-



Slip the Cowan Truck under the pile, instead of repiling onto a platform truck.



Load the Cowan Truck by merely depressing the handle. This simple, positive action automatically elevates platform and locks it in position.



Unload by elevating handle and pulling out truck.

The lithographic and other processes of a modern lithographing establishment have been continually improved by new inventions and successful refinements in reducing cost, and enhancing quality and productiveness.

But in the handling of stock there is a tremendous waste and building up of time and labor cost and an actual retarding of manufacturing processes due to the continual repiling of stock before and after and between the other stages of manufacture.

It has remained for Mr. H. W. Cowan, superintendent of the White & Wyckoff Company, of Holyoke, to place the

ing. You unload the truck and leave the pile of stock on its platform wherever you want to use it by simply elevating the truck handle and pulling out truck from beneath the platform.

The stock is piled onto a truck directly from the car or shipping platform by means of an ingenious case-opening device. By the use of this device the contents of a case of paper are transferred to a Cowan platform without touching the paper itself and with very little effort.

The device consists simply of a pair of specially designed pronged angle irons with which a Cowan platform is fastened to the top of a case in place of the cover, which has been previously removed. The angle iron holds the platform in position, while the case of paper is upset upon it.

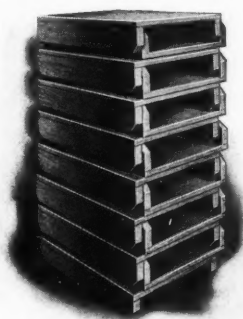
After the paper is loaded on the Cowan platform it is handled from one end of the plant to the other without piling the stock or touching it except in the actual printing or manufacturing processes. Not a single sheet is broken or wasted in handling.

When a job of printing is to be done, you simply send a Cowan truck to the stockroom, slip it under the pile of stock you want, bring the pile to the press, instead of first piling it onto a truck and then piling it again onto a platform or feeding table at the press.

If you change your mind and decide to use another press, you can shift the stock at a moment's notice. When the run comes off the press, you can handle it on the driers, return it for another run and send it to the cutting machine still on the driers, cutting out three or four handlings; and in this and numerous other ways the Cowan system saves at least half the time and labor cost of present methods, and eliminates repeat-operations and lost motion, and speeds up production in a printing, lithographing or publishing plant.

**SAVES ONE-HALF THE FLOOR-SPACE.**

In the stockroom, keeping each pile of stock on an individual platform saves at least one-third floor-space, per-



A pile of 15 nested platforms — occupying the space of one ordinary platform truck.

handling of flat stock on a basis of efficiency equal to that of the printing process.

In devising his system Mr. Cowan had in mind merely the paper-handling needs of a paper-mill and manufacturing stationer. But the method he has developed and mechanical means he has invented for making the system a practical success effect even more striking economies in the printing, lithographing and publishing plants.

mits better arrangement of stock and quicker access to it at all times.

Instead of one big aisle and lateral aisles running between double rows of stock you need only one main aisle. In less time than it takes to transfer a pile of stock from platform to truck by ordinary methods, access may be had to any pile by simply pulling out intervening stacks with a Cowan truck. Similar grades of stock may be easily kept together without leaving open spaces on the floor.

The system is a thoroughly demonstrated success, and has already been adopted by the leading papermakers and handlers, including Crocker-McElwain Company, Taylor Burt Paper Company, National Bank Note Company and Smith Tablet Company, of Holyoke; Carew Paper Company, and Hampshire Paper Company, of South Hadley Falls; Strathmore Mills, Mittineague; U. S. Envelope Company; W. J. Gage, of Toronto, and Parsons Paper Company, of Holyoke.

#### THE ELECTROLYTIC PROCESS COMPANY.

The Electrolytic Process Company, incorporated under the laws of the State of New York, December 10, 1911, with laboratories in Brooklyn, has leased about twelve thousand square feet of space in the American Press Association building, at 225 West Thirty-ninth street, and controls the following processes:

1—A process for electrolytically depositing directly upon a wax-molding case an absolutely noncorrosive nickel-steel-alloy shell for the production of electrotypes, bookbinders' and embossers' stamps and dies, also of molds for special purposes.

2—A process for electrolytically depositing a noncorrosive, nonpeeling, extremely flexible plating on metal, leather, rubber, celluloid, wood or other plastic substances.

3—An enlarging and reducing process by which statuettes and decorative ornaments of plaster or metal, in relief or intaglio, may be chemically reproduced in actual, smaller or larger size with photographic exactness.

4—A photomodeling process by which a portrait painting, engraving, sketch, or design is photographed from the flat and reproduced direct, in relief or intaglio, in plaster, electrolytic nickel-steel alloy, or in silver, gold or bronze.

The Leuchter process is the only electrolytic depositing process for depositing absolutely noncorrosive nickel-steel-alloy shells for the production of electrotypes, phonograph matrices, embossers' stamps and dies and bookbinders' stamps, etc., which, when backed by a special metal of the inventor's own composition, are equal or superior to brass or bronze cast or cut stamps.

This process, a patent application letter for which was filed previously, is the only genuine nickel-steel, noncorrosive shell that, with the other three processes all operated in conjunction with it, is fully and amply protected by Patent No. 1,003,187 under date of September 12, 1911.

#### ADVANTAGES OF LEUCHTER PROCESS OVER EVERY OTHER ELECTROTYPING PROCESS.

For more than a year the plates made by the Leuchter process have been printing from curved and flat electros and in colorwork, runs of and exceeding one million, from one plate or one set of plates.

The Leuchter process eliminates all difficulties encountered in nickel depositing.

Electros can be curved without risk of cracking.

If there is any shrinkage in the Leuchter process plates it is so very insignificant that it may be left out of consideration with perfect safety; and if color-plates are

molded and deposited respectively at the same time, you can feel confidently guaranteed that you will have no trouble from shrinkage. Hence, perfect register is assured.

Due to the fact that the molecules forming the new deposit are ever so much smaller than the electrolytic deposition of copper, the face of a shell so produced is an absolute reproduction of the mold surface, particularly as there is no after-metalization required. The covering-in of a case takes less time than in any other process. The usual method of copperizing a mold surface after black-leading is completely omitted, consequently a shell produced on a waxed mold by this process is equal to a shell produced on a lead mold.

Although a shell produced by this process is very hard, there is absolutely no trouble in backing same by the ordinary electrotypers' backing metal.

In case of stamping and embossing plates a backing metal of a special formula can be used, which will make such plates equal to brass or bronze cast plates.

The cost of production is practically the same as in copper. The product is far superior in wearing capacity and printing quality. Plates thus produced are guaranteed against corrosion by any and all inks, and, even when stored away for an indefinite period, they do not corrode.

The Leuchter process is as superior to other present methods of electrotyping as electrotyping is to the old-fashioned method of stereotyping.

In fact, a peculiar and most interesting feature of the plates produced by this process is that the impression of half-tones from these are positively superior to the impressions from the half-tone originals, being due to the fact that these plates both take and give off the ink much better than any other.

The most critical and thorough investigation of the Leuchter process in operation and its product and work therefrom is invited by the Electrolytic Process Company, Room 2701, 149 Broadway, New York.

#### STEEL IMPOSING FRAMES AND CABINETS — NEW IDEAS BY THE HAMILTON MANUFACTURING CO.

This is the age of steel, and no printer that ever struggled with a wooden slide that would not open or a drawer that refused to go in again will regret that the hour has come to bring the composing-room equipment up to the age — the age of steel. Attention is directed to the advertisement of the Hamilton Manufacturing Company in this issue wherein an interesting account is given of the development of composing-room furnishings. A composing-room equipped with pressed-steel furnishings! The designs of all frames, cabinets, imposing-frames, etc., severe, trim and slightly — economizing space, minimizing the accumulation of dust and dirt. Every case, drawer and slide running smoothly. More room, more space, more everything that makes work go briskly forward. This is indeed the ideal of efficiency. Look for the colored supplement in the March issue, which will show a number of new designs in steel furniture. The company will furnish estimates for equipments in these new goods, on application.

#### ROLL PRINTING REWINDING FOR THE NEW ERA PRESS.

The Regina Company has perfected a new rewinding device for its New Era Press, so that it can now rewind the most delicate stock, even if closely perforated, without breaking. Printers interested in roll printing would do well to inspect this attachment.







Reproduced in three colors by the Zeese-Wilkinson Co.,  
New York city, from a water-color.

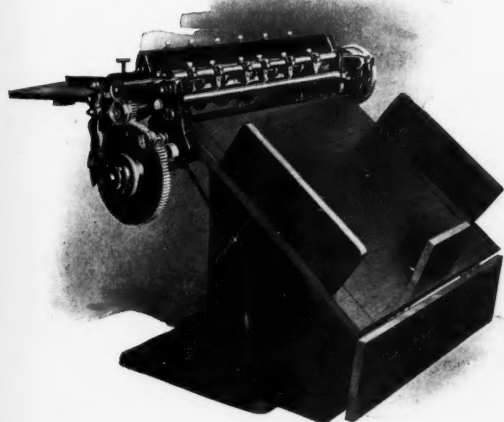
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**BURTON'S LATEST PERFORATOR.**

A. G. Burton's Son has perfected a new perforating machine that is called the Universal-Peerless. The frame is a handsome column which supports the perforating mechanism and presents a substantial and artistic appearance. The perforating mechanism is the same as in the Peerless, which has gained a world-wide reputation. An important feature of the machine is the elimination of oil troubles. The bearings are oilless, which precludes oil-soiled sheets and injury to parts that should be oiled but



UNIVERSAL-PEERLESS PERFORATOR.

are overlooked, as so often happens with machines requiring lubrication. The paper is handled entirely by metal rollers, and is controlled without the use of rubber bands or tapes of any sort. The improved burr-flattening device will be a feature of the Universal-Peerless. The paper stripper has been improved, while the feed table has been changed and the feed gage made adjustable to either right or left hand feed. The layboy has side and end pieces that are adjustable, causing the sheets to fall and pile more evenly than is usual. The finish of the machine is the best, and the gearing is covered with protecting cases. The manufacturer believes he has not overlooked a single feature in making this new model a nearly perfect mechanism for its purposes.

The machine is built in three regular sizes — 30 inches, 36 inches and 42 inches wide. Each machine is equipped with six perforating heads and one scoring head. These heads may be adjusted to perforate at parallel intervals of from  $\frac{1}{8}$  inch up to any desired width, and the skipping cams may be adjusted to skip any interval from  $1\frac{1}{2}$  inches up. Knife-cut and creasing heads may be attached to this machine.

**A CHANGE IN TYPE STYLES.**

The eagerness of printers to buy the various series of the Bodoni type family indicates that the revival of the ultra-modern roman type-design, as expressed by the great Italian typefounder, Bodoni, is accepted as a welcome novelty. The American Type Founders Company has produced the real Bodoni types, having at hand all the original specimens of Bodoni's types and many books printed by Bodoni. The study of these examples and the final cutting of the matrices covered a period of more than two years. The results of this careful study are entirely successful,

and would doubtless be thoroughly approved by Bodoni, whose types and matrices have otherwise entirely disappeared from use.

The modern roman types in their most classic or Bodoni models (made in a variety of weights to meet those commercial uses of types which did not exist in Bodoni's time) give marked distinction, freshness and clarity to the printing done in them. The old-style type-faces have monopolized attention during the past fifteen years, and now we are on the eve of a great appreciation of the Bodoni designs by the buyers of printing, who are always in quest of novelty combined with correct form, dignity and those other qualities which are summed up in the words good style. The standard of quality in printing has improved wonderfully during the last fifteen years, but there can be a monotony of good things, and the Bodoni type family is here to relieve the monotony and to make it easier for good printing to sell more merchandise.

**STANDARD PAPER TESTER.**

The Mullen Paper Tester, made by B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts, is a machine that automatically and accurately registers the strength of paper in pounds to the square inch by a scientific application of hydraulic pressure. This machine is as indispensable to the buyer and user of paper as the telephone and typewriter are to the average business man. To the printer and paper-dealer it is an absolute essential, if either is to know definitely the value of the goods he sells and uses. The Mullen tester is a simple and accurate means of determining any variation in a given stock or the relative value and strength of two or more kinds of stock, and, as the mechanical principle is simple, there is no chance for variations on the tests through friction or lost motion of the parts. The direct pressure is distributed uniformly over the whole area under test, and thus feels out the very weakest point in the stock. The United States Government, when calling for bids on paper supplies for the various departments, always specifies definite requirements for each grade in terms of Mullen test. This plan is adopted by His Britannic Majesty's Indian Office, the New South Wales Government and the Chinese Bureau of Engraving and Printing. One of the highest endorsements comes from the freight classification committees, the rules of which state that every fiber or corrugated-board packing case, to obtain the lowest freight rate, must bear the manufacturer's stamp certifying that the board has a certain definite strength to the square inch, Mullen test.

The regular size Mullen tester is fitted with a gage registering up to 160 pounds a square inch. The dial may be made to register in kilograms per square centimeter, with a maximum reading of 10 kilograms per square centimeter.

If a machine is desired for testing only light-weight papers, such as news or tissues, a gage of lower register may be used, such as 80 pounds, 40 pounds or 20 pounds per square inch maximum reading. The Jumbo Mullen Tester is a larger size of the regular Mullen tester, and is used to test box boards, corrugated packing-case boards and textile goods of all kinds. This size is fitted with a gage registering up to 300 pounds a square inch (or 20 kilograms per square centimeter). For heavier work a higher registering gage will be furnished up to 1,000 pounds a square inch. For particulars regarding the use of these machines write B. F. Perkins & Son, Incorporated, Holyoke, Massachusetts.

### THE H. C. HANSEN TYPE FOUNDRY EXHIBIT AT BOSTON.

The comprehensive exhibit of the H. C. Hansen Type Foundry at the industrial and educational exposition of the Boston Chamber of Commerce last October is bearing gratifying results in the indirect but no less satisfying ways which successful exhibits always do. A complete modern printing-office in full operation was most impressive of the foundry's ability to meet every need, and this

to eleven-thirty-seconds of an inch in diameter and will cut the hole smoothly. It can be adjusted to cut holes at any desired distance between centers from one-half inch to twelve inches. The table is readily adjusted, and by the use of automatic stops the work is easily controlled. The clamp is operated by foot pressure, which leaves both hands free to handle the stock. The drills are hollow, and do not choke, owing to the clearance allowed, which allows the refuse to escape readily. The holes are, as a result, clean all the way



The H. C. Hansen Type Foundry exhibit at Boston, October 2 to 28, 1911.

exhibit supplemented by displays of special patented machines of the Hansen concern's own manufacture, with type, machines, tools and appliances in the printing and kindred trades, gave a striking effect of thoroughness and completeness in service to prospective customers.

### CHAMBERS' NEW MODEL INSERTING DROP ROLL QUADRUPLE FOLDING MACHINE.

Chambers Brothers Company, of Philadelphia, has recently placed on the market a new pattern of Drop Roll Quadruple Folding Machine, which not only delivers four separate sixteens, but is arranged so that it can insert one sixteen within the other and thus deliver two thirty-two's. The machine is unique for quadruple folders in that the inserting takes place before the last fold is made, instead of going through the operation of opening the folded signature for purposes of inserting. Machine has a large range of adjustment, is designed so as to be open, and all adjustments easily accessible. The J. B. Lippincott Company, of Philadelphia, after trying out one machine of this pattern, has just placed a duplicate order with the Chambers Brothers Company.

### TATUM PAPER-DRILL.

A paper-drill that will give satisfaction on all kinds of stock, whether it is used to cut a small hole in a large pile of paper or to cut a large hole in a few sheets, is surely a desirable machine for printers. The Tatum Paper-drill, manufactured by Samuel C. Tatum, Cincinnati, Ohio, will cut holes of various diameters from one-eighth of an inch

through the stock. This allows rapid and accurate work. Holes may be cut to any desired depth; the spindle gage regulates this in a precise manner. A hole may be cut in one sheet or through two inches of stock with equal facility, which shows the adaptability of the machine. For thick work, beyond the capacity of the ordinary punching operation, or for holes far from the edge of the sheet, this machine is perfect. It can readily be adapted for railroad tariffs, telephone directories, order-blanks, calendar-cards and any similar work. An illustration of the machine may be found in the advertising pages.

### STINTING THE COMPOSING-ROOM IS CAUSE OF LOST PROFIT.

Many printers imagine they are buying more type than they actually do. They are paying a good-sized monthly check to the typefounder, and mentally debit the whole amount to type, forgetting that the typefounder is furnishing a thousand and one articles in daily demand. We think it would be a profitable task to analyze the account with the typefounder.

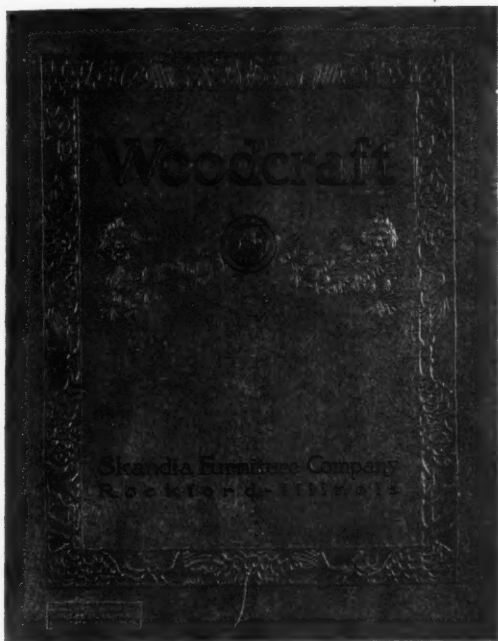
The average printer will be surprised to find how little he expends for type. Yet type is, all things considered, the article in which the printer gets the best value. It is surprisingly cheap when the processes of its manufacture are understood. But beyond the intrinsic value of type is the more valuable business-attracting quality of a well-selected accession of new type-faces in a printing plant.

Keeping the printing plant young, fresh and vigorous is the secret of permanent success in the printing business,

and the place to begin is the composing-room, for it is in the composing-room that the basis of a firm's reputation is created. Type has always been and always will be the principal factor in the building up of a commercial printing plant. Have you, Mr. Printer, never realized the advertising power of a new series of well-designed types? Are you neglecting to use your types aggressively to secure more and better customers and increase of profits?

#### AN INTERESTING EXHIBIT OF COVER-PAPERS.

In these days of progressive papermaking and merchandising no printer need give himself worry in the selection of proper stocks and color combinations therefor—the wide-awake manufacturer is ever ready to do that. This is best exemplified in a box of "Buckeye Proofs," recently received from the Beckett Paper Company, of Hamilton, Ohio. The proofs show the various weights and colors of Buckeye covers, excellently printed and embossed,



and form an effectual demonstration of the wide range of usefulness of this stock. The Buckeye covers are especially adapted for embossing, and we show herewith a reproduction of a cover treated in this manner.

But the Beckett Paper Company does not stop at this. In addition to the regular samples, there has been placed in the box a group of ready-made covers of the standard sizes for catalogues and booklets, these covers having printed on them in two harmonizing colors a border around the edge and a solid tint-block panel. By merely setting up the title of a catalogue in type and proving it on the tint-block on any of these covers, the printer is able to produce at trifling expense a dummy which would otherwise require the expenditure of considerable time and trouble.

The Beckett Paper Company will send one of these boxes of samples free of charge and carriage prepaid to any responsible printer or business house writing for it on the company's regular business letter-head.

#### THE GREATEST MERCHANTS OF PRINTING MACHINERY AND MATERIALS.

Nothing demonstrates the coming greatness and profitability of the printing industry so well as the great preparations now being made for enlarged future business. The American Type Founders Company recently reequipped a printing plant (as it was being moved into a new and larger edifice), and the main shipment consisted of thirteen carloads of equipments. The types were not included in this shipment.

This incident illustrates the fact that the American Type Founders Company is the world's greatest merchant in printing machinery and printing materials, as well as the greatest manufacturer of types. It could scarcely be otherwise, with its far-reaching continent-covering system of well-equipped selling houses.

More important, however, is the correlative fact that its policy is to sell the best of everything that invention and manufacturing skill have devised for use in printing-plants, and to sell everything at reasonable prices. Thus three factors have combined to create the American Type Founders Company's leadership in selling printing machinery and materials: (1) The opportunity (as largest buyers) and determination to select and sell the best of everything; (2) reasonable prices; (3) unequalled organization for distribution covering the whole continent.

#### DISPLAY OF THE KIDDER PRESS COMPANY SPECIALTIES.

An unusual exhibit was recently made by the Kidder Press Company, Dover, New Hampshire, which sent out to the trade, in poster form, illustrations of its factory and the different agencies in Canada, Great Britain and South America, together with fine engravings of the various machines manufactured by the company—rotary presses for wrapping and tissue paper, magazine, ticket, and all kinds of rotary printing; automatic-roll feed, bed and platen presses, printing, cutting and creasing presses, and bag presses to print on cloth or paper stock; complete line of slitting and rewinding machinery for paper-mills, paper-dealers, paper-jobbers and all classes of slitting and rewinding. The educational value of this exhibit makes the display very desirable. The New York office of the general agents, Gibbs-Brower Company, 261 Broadway, will send to any concern in the paper or printing trades one of these display sheets upon request.

#### EXTRA HEAVY COVER-PAPERS.

An exceptionally handsome heavy cover-paper is shown in the Alhambra Extra Heavy brand, samples of which are now being sent out by Knowlton Brothers, Incorporated, Watertown, New York. This cover is made in a wide range of unusually attractive colors, and lends itself most pleasingly to the making of high-class catalogues and booklets, as well as for mounting purposes.

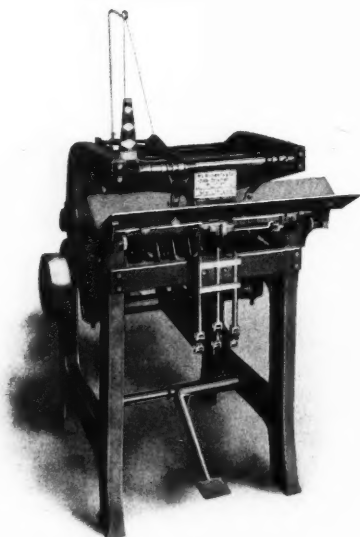
#### LITHOGRAPHED BLANKS FOR BONDS.

The King Company, 206 Broadway, New York, announces a line of lithographed and steel-printed blanks, suitable for bonds and debentures in any form, for any denomination, with coupons on sheet or separate and numbered across the face in any direction, borders in green, brown and orange. Samples may be had, with prices for blanks and completed bonds, by writing the company.

**ROBERTS SILK-STITCHING MACHINES.**

A machine is now on the market that will double-stitch booklets with silk floss, mercerized cotton or thread with a knot in the center. This machine will stitch more booklets in an hour than an expert stitcher could do in a day. The product is uniformly stitched and presents a regular appearance. There is little or no waste of cord or stock. The normal speed of the machine is two thousand booklets an hour; this will vary a trifle, according to the class of work.

The machines are made by H. L. Roberts & Co., New York, in two sizes for the different lengths of stitches, which are four inches and two and one-half inches respectively. The machines are readily adjusted to the various thicknesses of book stitches. The attendance of an expert



ROBERTS SILK-STITCHING MACHINE.

mechanic is not required, as the mechanism is simple and not likely to get out of order where care is used. The floor-space required is 2 feet 6 inches by 3 feet. A one-sixth-horse-power motor is all the power required to operate either size machine.

The efficiency of the Roberts Silk-stitching Machine is proved by the testimony of satisfied users, the comments of a few of which are given herewith:

I. H. Blanchard & Co., New York city.— You have succeeded in making the hardest and most tedious work in the bindery the easiest.

Robert Burlen, Boston, Mass.— The first ten thousand catalogues stitched paid the interest of the investment for one year.

Crescent Bindery, New York city.— We could not get along very well without it, owing to the new business we believe it has created.

S. H. Burbank & Co., Philadelphia, Pa.— We are very much pleased with the stitcher and consider it a good investment.

William Knoepke Pamphlet Building Company, New York city.— They certainly fill a long-felt want, and are as much ahead of hand-stitching as electric cars are of horse cars. [This concern has four machines.]

Boston Mailing Company, Boston, Mass.— We are well satisfied with our investment. The tendency is toward

higher-grade catalogues. We predict a bright future for the Roberts Silk Stitcher.

Edward Stern Company, Philadelphia, Pa.— The machine works fine. We have plenty of work for it.

Mr. Bell, superintendent, American Bank Note Company, New York city.— Like the stitcher very much. Would recommend it to concerns having silk stitching to do.

Mr. Williamson, superintendent, Brooklyn *Daily Eagle*, Brooklyn, N. Y.— We hope to be able to keep our stitcher busy. It is a very simple machine.

**THE "FLY-LINK" FOR CYLINDER PRESSES — A NEW PRESSROOM AID.**

Many expedients have been adopted by pressmen to make the printed sheets stay in place when delivered by the fly-sticks. The vexation from sheets going awry, sticking to the fly-boy, and doing everything that the pressman does not want them to do, at last has been overcome by the simple device here illustrated — the "Fly-Link."

This fly-link is the invention of A. N. Smith and T. B. Lundy, both practical pressmen, and both in charge of large Chicago pressrooms. This device is attached to the fly-stick, the loop encircling the stick and normally hanging below it. When the sheet is dropped into the jogger, the link rests on the sheet and is not withdrawn until the fly-sticks recede and engage the other end of the loop. This permits the link to hold the sheet down firmly on the



THE FLY-LINK.

pile and keeps the sheets straight and even in the jogger. The links can be placed on any of the fly-sticks and quickly and readily moved about and adjusted until they perform the function for which they are intended.

Hundreds of sets of fly-links are in use in Chicago, New York and elsewhere, and with the object of introducing these useful articles to other cities the exclusive right to manufacture and sell them has been acquired by the manufacturer of the Thompson Static Neutralizer, and hereafter these fly-links will be installed as a part of the neutralizer equipment or will be sold separately, if desired.

Samples for trial and literature can be had by writing to Thompson Neutralizer, 1645 Old Colony building, Chicago, Illinois.

**MAIN OFFICE OF THE AMERICAN STEEL & COPPER PLATE COMPANY.**

Increasing business has made it advisable, the American Steel and Copper Plate Company announces, to locate the main office at the factory, 101-111 Fairmount avenue, Jersey City, New Jersey. The administrative branches being in close touch with the operative departments is a move to greater efficiency to meet the growing business. Offices will continue to be maintained at 116 Nassau street, New York, where a complete line of satin-finish copper and zinc, copper plates, steel dies and supplies for the general trade will be maintained.

**LINOTYPES IN THE SOUTH.**

Owing to the rapid increase in the number of Linotypes in use throughout the South and the growing volume of business transacted through its New Orleans agency, the Mergenthaler Linotype Company has found it necessary to provide greater facilities for the accommodation of its Southern trade. For a considerable time the old location at 332 Camp street had been inadequate to handle the business of the agency with the promptness that its increasing list of customers demanded and merited. Search for better and larger quarters having proven fruitless, it was finally decided to erect a building that would not only accommodate the agency for the present and enable it to serve its clientèle in the best possible manner, but would be large enough to allow for its future growth, as indicated by its record in the past.

The result is a handsome new, fireproof structure, five stories high, at the corner of Baronne and Lafayette streets. The building is substantially constructed of reinforced concrete, and a veneer of pressed brick and terra cotta lends it beauty and architectural symmetry. The added floor-space and increased facilities afforded will enable the agency to carry a much larger stock of parts and



NEW BUILDING OF THE MERGENTHALER LINOTYPE COMPANY, AT NEW ORLEANS.

supplies than heretofore, and it is the intention of the management to keep constantly on hand a number of each of the different models of Linotypes now being built, so that in case of fire or other emergency, rush orders can be given immediate shipment from New Orleans.

The decision to invest nearly \$100,000 in permanent improvements in New Orleans is not only a tribute to that city as the logical distributing point for the entire South, but is also an evidence of the Mergenthaler Linotype Company's appreciation of the splendid growth and development of the printing and publishing business in that territory, and its desire to meet promptly every requirement of the Southern trade. The New Orleans agency covers the States of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee and Texas, and every effort will be made to render adequate service to the printers and publishers located within their boundaries.

The success of the agency and the esteem in which it is held by its customers are doubtless due in no small measure

to the capable administration of its genial manager, Fred W. Bott, who has been in charge for the past five years, and the competent and efficient staff with which he has surrounded himself.

**SAMUEL JONES & COMPANY — GUMMED PAPERS.**

The manifold uses to which gummed papers can be put are little understood, but the development of this feature of the printing industry has received a remarkable impetus through the specialization of the Samuel Jones Company in this particular line. The company has been operating in the United States a little over eighteen months, but to-day the permanent branch house at Waverly Park, New Jersey, has proved a most gratifying success. The product of the Samuel Jones Company in gummed papers is strictly noncurling, and can be handled to all intents and purposes like ordinary paper. Printers who have occasion to use gummed papers should get in correspondence with this concern.

**CROCKER-WHEELER COMPANY STRENGTHENED.**

The organization of the Crocker-Wheeler Company has recently been strengthened by the addition of George W. Fowler, W. J. Warder, Jr., and A. K. Selden, Jr. Mr. Fowler and Mr. Warder have joined the company's sales department, while Mr. Selden enters its engineering department. Mr. Fowler has been for many years the sales manager of the Garwood Electric Company. Mr. Warder was formerly chief engineer and superintendent of Roth Brothers, in Chicago, and later was connected with the Westinghouse Electric & Manufacturing Company at East Pittsburgh. A. K. Selden, Jr., has for some years been in charge of the design of the interpole adjustable speed motors, manufactured by the Electro Dynamic Company.

**SUGGESTIONS TO LINOTYPE MACHINISTS.**

Under the above title, the Mergenthaler Linotype Company has just issued a comprehensive manual for linotype operators and machinists. It is a book of 126 pages, with a complete index. A liberal use of subheadings makes it an easy matter to find the chapter relating to any subject, and not only are remedies given for most troubles, but much information about matrices, ordering of parts, linotype attachments and accessories of various kinds, and general instructions valuable to all who have linotype machines in their care. It is the intention of the company to revise this book from time to time, and incorporate therein all new features and data regarding new models. While the nominal price of 25 cents is placed on these books, the Mergenthaler Company will be pleased to send them without charge to all linotype users.

**CONTRACTS FOR OSWEGO CUTTING MACHINES.**

An imposing incomplete list in small type, almost three newspaper columns, is the fine showing made by the Oswego Machine Works, of Oswego, New York, indicating the popularity and efficiency of Oswego cutting machines. Business is certainly good with the Oswego Machine Works.

**NOT KNOCKING ANYBODY.**

Do you know what THE INLAND PRINTER is?

It is the highest authority on printing in the world, and the magazine itself is the most magnificent issued.

To receive even a mention in its columns is an honor — to have praise bestowed is a high honor.— *Byron Times, Byron, Contra Costa County, Cal.*

# THE INLAND PRINTER

A. H. MCQUILKIN, EDITOR.

Published monthly by

## THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

### SUBSCRIPTION RATES.

**One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.**

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

**When Subscriptions Expire**, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

**Foreign Subscriptions.**—To Canada, postage prepaid, three dollars and sixty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

**IMPORTANT.**—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

### FOREIGN AGENTS.

W. H. BEERS, 40 St. John street, London, E. C., England.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England. RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.

A. OUDSHOORN, 179 rue de Paris, Charenton, France.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

## WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

### BOOKS.

**SIMPLEX TYPE COMPUTER**, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by Linotype or Monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

**VEST-POCKET MANUAL OF PRINTING**, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

**"COST OF PRINTING,"** by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6½ by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

**TO LOVERS OF ART PRINTING**—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER CO., Chicago.

**PRICES FOR PRINTING**, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

### BUSINESS OPPORTUNITIES.

**I HAVE INVENTED** and am securing letters patent on a machine which produces results that closely resemble steel-die embossing from foundry type, at a cost of letter-press printing; the machine is attached to job press and handles the sheet at any speed of press; have given the invention three months' trial and it has proven a complete success in every way; I have not sufficient capital to put this invention on the market and will sell my rights to party capable of handling same, or will sell half interest for enough to promote proposition; will consider good income property in lieu of cash and reserve royalty rights; will guarantee to deliver letters patent or no trade. A. J. OAKES, Independence, Kan.

**FOR SALE**—Bargain; going concern, good profitable business; new Miehle press, new Chandler & Price Gordon, one-half medium Universal, an old 11 by 14 Gordon and a 7 by 11 Universal, folding-machine, wire-stitcher, paper-cutter, full equipment type, imposing-stone, furniture cabinets, etc.; invoice about \$8,000; if sold quick will take \$5,000 cash or half cash and balance secured. B 661.

**FOR SALE**—Job-printing plant, first-class condition, in manufacturing city of 12,000; established 4 years; business averaged \$275 per month during 1911; inventory \$1,000; will sell cheap for quick sale; other business reason for selling. COMMERCIAL PRESS, Fulton, N. Y.

**PUBLISH A STANDARD MAGAZINE** in your county under your own name as editor and proprietor; we will show you how; write immediately for exclusive franchise covering your territory. UNITED MAGAZINES PRESS, 2 South Main, St. Louis, Mo.

**WE WANT** good newspaper men to send to live western Canadian towns, where the merchants are anxious to have a paper and good advertising patronage guaranteed. For full particulars, write to MILLER & RICHARD, 123 Princess st., Winnipeg.

**PARTNER WANTED**—For technical publication, financial partner wanted; great opportunity for A-1 printing establishment to increase business; New York concern preferred; no agents. B 651.

**FOR SALE**—One-half interest (100 shares) in newspaper plant in Missouri city of 8,000; daily is official paper with 2,000 circulation; \$7,500; liberal terms; no idlers. B 650.

**AGENCY WANTED**—Printers making advertising blotters communicate with CHARLES KREPPS, Halibut st., Mt. Oliver, Pa.; state commission, prices, and send samples.



With a \$25 Lino-Tabler equipment, transferable in an instant from one standard Linotype machine to any other, operators of average competence set intricate tabular matter, at nearly straight-matter speed, with every face and language of one-letter or two-letter Linotype matrices, on full-length, unswayed slugs. Brass Lino-Tabler rule of all foundry faces, one-third size of illustration, costing one to two cents a foot, is quickly inserted, the rules resting securely on a shoulder of slugs. The sole annual outlay, for one equipment, is \$25; a five-machine plant will be equipped for \$100; or five-year licenses, payable \$20 yearly for each outfit, will be granted established concerns. Very few users of the system whose tabular output is five per cent of their total have failed to renew their contracts at expiration. Address, for contract form, any Mergenthaler Linotype Agency, or CHICAGO LINO-TABLER COMPANY, Inland Printer Building, Chicago, Tribune Building, New York.

WILLIAM C. HOLLISTER, President & Treasurer



ASHLEY G. STEPHENSON, Vice Pres. & Gen. Mgr.



FOR SALE—A fine country weekly newspaper and job office; good location. Only paper in town. Ill health reason for selling. Address TULLY TIMES, Tully, N. Y.

MACHINIST-OPERATOR—First-class, will install Linotype in country newspaper office; piece or flat price contract. MINER, 512 Sherman st., Chicago.

FOR SALE—Engraving plant in city of 70,000, doing good business, best of equipment; machinery all equipped with individual motors. B 656.

#### Publishing.

\$8,000 WILL BUY control in small trade monthly doing \$12,000 gross business. HARRIS-DIBBLE COMPANY, Masonic bldg., New York, N. Y.

#### ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, \$1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

#### FOR SALE.

LARGE NEW YORK PLANT SALE (\$200,000 outfit)—Cylinders, John Thomson and Golding jobbers, bindery, Linotypes and Monotypes, big composing-room equipment; forced to make quick sale on account expiration of lease. Send for List E, 24-page book, with prices. Sales on time or cash discounts. Special bargain in 7-column quarto cylinders. PECKHAM MACHINERY CO., 1 MADISON AV., NEW YORK.

FOR SALE—Harris automatic press, style E-I, complete with card, envelope and sheet feed attachment; Miehe pony cylinder, bed 26 by 34, latest style; Whitlock, 27 by 31, also 29 by 42, new bed-crank motion, printed-side-up delivery. I guarantee the above first-class condition, and to print as good work as new presses. RICHARD PRESTON, 167 E. Oliver, Boston, Mass.

STEREOTYPING OUTFIT FOR SALE—Four drying blankets, one steam table, one casting-box, one elevating table, two type-high chases, one heating brush, one steam generator, and iron flooring; all as good as new, has been in use only two weeks. Apply to YOUNG CHURCHMAN CO., 312 Montgomery bldg., Milwaukee, Wis.

FOR SALE—43 by 62 Cottrell Perfector, four-roller, \$1,600; 38 by 55 Cottrell Perfectors, four rollers, front-fly delivery, will print eight pages of seven-column paper at one impression, \$1,400; presses used on book and magazine work. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

THREE MODEL No. 3 LINOTYPES FOR SALE, on account of installing additional Monotypes and discontinuing our linotype department. These machines are equipped with motors and large assortment of matrices and magazines. JOHN C. WINSTON CO., Philadelphia, Pa.

FOR SALE—Campbell 2-revolution job and book press, bed 33½ by 41; cylinder trip, table and screw distribution, front delivery, four rollers; in best condition; price, \$700. Address C. W. ADAMS, Vincennes, Ind.

FOR SALE—1 Latham round-hole power perforator; 1 Hickok power paging machine; 1 Champion foot-power paging machine with two numbering heads. AMERICAN LOOSE LEAF MFG. CO., Chicago, Ill.

FOR SALE—Can you use an A-No. 1 power bronzing machine—a money-maker? Can be had for much less than regular price; a snap, bargain if moved at once. Address inquiries for particulars to B 642.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

MODEL 2 LINOTYPE FOR SALE—Complete, with two magazines, containing 10 and 11 point matrices. WALKER, EVANS & COGGSWELL, 5 Broad st., Charleston, N. C.

FOR SALE—Linotype motors, new design; best on the market; lowest price. Linotype machines at reduced prices. F. C. DAMM, 834 Wabash av., Chicago.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. B 638.

LINOTYPES FOR SALE—Three Model 1 Linotypes. Address RICHMOND PRESS, INC., Governor and Ross sts., Richmond, Va.

FOR SALE—Large Dexter pressfeeder, good as new, \$300. D. E. HUDSON, Notre Dame, Ind.

#### \$50 REWARD.

I WANT TO LEARN of good opening for a linotype shop, and will pay \$50 for information of field which proves acceptable; give full particulars in first letter; will go anywhere in U. S. J. E. WALKUP, Madison, Ind.

#### HELP WANTED.

##### Artists.

ARTIST WANTED—First-class designer, one who is top-notch in creating layouts for booklets, catalogues, etc.; preference given to man who is good on figure work; we want a strictly high-grade man, experienced and able to deliver the goods; permanent. STAFFORD ENGRAVING COMPANY, Indianapolis, Ind.

WANTED—A good mechanical retoucher with engraving-house experience. State salary expected. Address BOX 241, East Liberty station, Pittsburgh, Pa.

##### Engravers.

WANTED—Young half-tone finisher, fine chance for a beginner. B 327.

##### Foremen, Managers and Superintendents.

WANTED—Working foreman composing-room in a union shop, running cylinder and six jobbers, in a southern city, who would like to take an interest in a well-established and money-making printing-office; references required and steady work for the right man. B 621.

WANTED—Assistant superintendent for large printing plant and bindery in western Canada. Must be thoroughly capable of handling foremen in all departments and all classes of work. Also honest, temperate and a hustler. Address, stating salary and experience, B 599.

JOB-DEPARTMENT MANAGER WANTED—A large publishing house in the Middle West wants to secure a good, live man under thirty years, thoroughly equipped to handle its job-printing and circular departments; good opportunity for high-class, energetic young man. B 200.

COMPOSING-ROOM FOREMAN, with plenty of push and intelligence, for the most progressive office in western city of 500,000; 7 per cent guaranteed; bears close investigation. B 356.

##### Pressmen.

PRESSMAN-FEEDER—Small union shop; result-getter, particularly on jobbers; careful, rapid worker; keep workroom orderly; spittoons, cigarettes and boozers barred; might sell interest after getting acquainted. B 663.

WANTED—A printer who is thoroughly acquainted with printing on tissue and crepe paper in rolls; steady position within 100 miles of New York city. B 612.

CYLINDER PRESSMAN wanted in Philadelphia; must be first-class on colors and half-tones; state fully experience, references and other information. B 629.

##### Salesmen.

WANTED—Printing and bookbinding machinery salesman to take charge of branch offices, New York, Chicago, California; only salesman capable of earning \$3,000 to \$5,000 per year; must have past record. Address, with full references, stating salary expected, B 659.

WANTED—By an eastern printing-press manufacturer, for western and southwestern territory, a first-class salesman with successful record in the sale of printing machinery. Excellent opportunity for good man. B 637.

#### INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want—No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av. (near 24th st.), New York city. Day and evening classes; seven Linotypes; school exclusively; lesson sheets; employment bureau; six weeks, \$50; eight weeks, \$65; twelve weeks, \$80. Further particulars, call or write.

N. E. LINOTYPE SCHOOL, 7 Dix place, Boston, Mass. Six-machine plant, run solely as school; liberal hours, thorough instruction; our graduates succeed. Write for particulars before deciding.

#### MISCELLANEOUS.

PRINTERS' INK SCALE—A chromatic scale for correctly estimating ink quantities by a practical pressman from actual records; nothing like it published; price, 25 cents. W. E. RADTKE, 320 Grand av., Milwaukee, Wis.

Megill's Patent  
SPRING TONGUE GAUGE PINS  
\$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S  
Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr.  
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent  
DOUBLE-GRIP GAUGES  
\$1.25 set of 3 with extra tongues



WISE GRIP

ANTI-WASTE INK CANS AND EXPELLERS have now proven a success. Save 50 per cent of all job inks. A postal will bring full particulars. ANTI-WASTE CAN EXPELLER CO., Milwaukee, Wis.

### SITUATIONS WANTED.

#### Artists.

ARTIST seeks change to West or Southwest; first-class all-around commercial man; some experience as foreman; would be glad to submit samples and references. B 648.

#### Bookbinders.

BINDERY FOREMAN—Competent in all branches, A-1 mechanic, good executive, systematizer and manager of help, wants position. B 459.

BINDERY FOREMAN, thoroughly experienced in all branches, good executive, married and reliable, desires position. B 664.

WANTED—Position as all-around bookbinder; best of references; West preferred. B 590.

#### Compositors.

YOUNG JOB COMPOSITOR desires change; wants work in New England States; country office; Maine preferred. Address F. J. BARTON, Farmington, Me.

#### Foremen, Managers and Superintendents.

FOREMAN, with ten years' experience, desires good situation in Northwest or Canada; 15 years' experience in printing business; can show results; union and sober; nothing less than \$25 considered; can come 1st of February or 1st of March. Now employed and do not have to leave. Shop employs 10 men. Write me what you have. CHAS. B. GOOGER, 503 Scott av., Wichita Falls, Tex.

SITUATION WANTED—As manager or superintendent; thorough, practical experience, factory and office; successful executive; able to get results; young and active; reliable, strictly temperate; cost systems, estimator, successful salesman; at present superintendent of plant with national reputation, but desire change. Nothing under \$3,500 per year considered. A 645.

FOREMAN-SUPERINTENDENT—Practical printer, successful shop manager, hard worker, 4 years with present house as composing-room foreman and superintendent, 20 years' experience in high-grade catalogue, general book, blank-book and commercial printing, is open for engagement. B 683.

MANAGER-SUPERINTENDENT seeks substantial, permanent position; write me; practical printer, efficiency, promptness, costs, quality, estimating, sales, right methods; employed, but seeks change; give details; state what you will pay. B 222.

PRINTER, union, good job, ad. and stone man, expert estimator, can take charge of small or medium sized office; is looking for position in western territory. Address PRINTER, 4881 King st., Denver, Colo.

OPEN FOR ENGAGEMENT MARCH 1; want position assistant manager or estimator, Middle West preferred, know cost systems. B 429.

MANAGER, capable of taking entire charge of plant doing high-grade printing, is open for engagement. B 647.

#### Operators and Machinists.

GOOD OPERATOR, capable of taking care of two or three machine plant, wants to change to Central West about March 1 or April 1; day work; newspaper plant preferred. B 636.

LINOTYPE MACHINIST-OPERATOR—Best results from any size plant; understand latest models; union; reliable. M. 663 N. State st., Chicago, Ill.

GERMAN-ENGLISH linotype operator wants position in northwestern part of States; union man; please state scale. B 209.

#### Pressmen.

PRESSROOM FOREMAN desires change; three years in present position, foreman of ten-cylinder plant; first-class pressman myself; know how to handle men; strict in discipline and system; first-class executive, sober and industrious; will go anywhere. B 550.

FIRST-CLASS cylinder and platen pressman having ten years' experience desires a change in the near future; character the best; thoroughly competent on half-tone productions. B 573.

FOREMAN—Practical, competent all-around man, experienced on all grades of work; good executive and organizer, go anywhere; minimum, \$40. B 635.

#### Salesmen.

SITUATION WANTED as printing sales manager by man with practical experience as superintendent and manager; have sold some of the biggest printing contracts in U. S.; either high-grade or large-edition salesman; good mixer and can handle customers; if I have confidence in the firm to produce, I can sell. B 655.

### WANTED TO PURCHASE.

WANTED TO PURCHASE—Smyth casemaker, Crawley rounder and backer and other bookbinding machinery. Address, with full particulars and prices, LOTOS ADVERTISING CO., Room 509, 17 Madison av., New York city.

WANTED to buy, secondhand rotary-magazine perfecting press; must be capable of doing finest work, in good condition and a bargain. Pages should be about 8 by 11. HERALD PUBLISHING CO., Anderson, Ind.

WANTED—For cash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price. M. M. ROTHCHILD, 711 S. Dearborn st., Chicago, Ill.

WANTED—A drum cylinder press that will take a sheet not less than 28 by 42; it must register for colorwork. THE R. F. WINTERS SIGN & NOVELTY CO., Springfield, Ohio.

WANTED—8 by 12, or over, Gordon press; must be in perfect condition and cheap. W. W. MENN, Big Rapids, Mich.

### BUSINESS DIRECTORY.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color plates, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-12

#### Bookbinders' and Printers' Machinery.

DEXTER FOLDER COMPANY, Pearl River, N. Y. Folding machines, automatic feeders for presses, folders and ruling machines. 2-12

#### Bookbinders' Supplies.

SLADE, HIPP & MELOY, Inc., 157 W. Lake st., Chicago. Also paper-box makers' supplies. 1-12

#### Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

#### Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

#### Coated Paper Manufacturers.

NEW YORK COATED PAPER CO., Passaic N. J. Our specialty: Embossed, trade-mark and waterproof surface coated and printed papers, in 1, 2 and 3 colors, for bookbinders, blank-book, box, leather goods, suit-case and trunk manufacturers, etc. 3-12

#### Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-12

#### Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio. 10-12

#### Counters.

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks. 5-12

#### Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nicketytyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-12

#### Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-12

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

#### Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-12

#### Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

#### Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

#### Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-12

#### Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

**Gummed Papers.**

JONES, SAMUEL, & CO., Waverly Park, N. J. Our specialty is Non-curling Gummed Paper. Stocks in every city. 2-12

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers. 5-12

**Gummed Tape in Rolls and Rapid-sealing Machine.**

JAMES D. McLAURIN & CO., INC., 127 White st., New York city. "Bulldog" brand gummed tape. Every inch guaranteed to stick. 6-12

**Ink Manufacturers.**

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-12

**Job Presses.**

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, \$200-\$600; Embosser, \$300-\$400; Pearl, \$70-\$214; Roll-feed Duplex, Triplex. 8-12

**Mercantile Agency.**

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 La Salle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-12

**Motors and Accessories for Printing Machinery.**

SPRAGUE ELECTRIC COMPANY, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-12

**Numbering Machines for Printing-presses.**

WETTER NUMBERING MACHINE CO., 335 Clason av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

**Paper Cutters.**

DEXTER FOLDER CO., Pearl River, N. Y., manufacturers of automatic-clamp cutting machines that are powerful, durable and efficient. 2-12

GOLDING MFG. CO., Franklin, Mass. Lever, \$130-\$210; Power, \$240-\$600; Auto-clamp, \$430-\$600; Pearl, \$40-\$77; Card, \$8-\$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario—Cutters exclusively. 4-12

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson Blvd., Chicago. 7-12

**Photoengravers.**

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

**Photogravure Printing.**

FOR CATALOGUES, souvenir books, tip-ons, fashions, bird's-eye views, inserts and all other purposes. U. S. PHOTOGRAVURE CO., 186 West 4th st., New York. 11-12

**Photoengravers' Machinery and Supplies.**

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-12

**Photoengravers' Screens.**

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-12

**Presses.**

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

**Printers' Machinery.**

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery; write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

**Printers' Rollers and Roller Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsyth st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis. 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-12

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

**ALLIED FIRMS:**

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition. 6-12

MILWAUKEE PRINTERS' ROLLER CO., 372 Milwaukee st., Milwaukee, Wis. Printers' rollers and tablet composition. 1-12

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-12

**Printers' Supplies.**

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

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A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHRS, 240 E. 33d st., New York city. 2-12

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AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-12

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**There is Satisfaction in Knowing**  
the exact output of your presses, folding machines, or any automatic machine where a correct count is required.

**REDINGTON COUNTERS**  
*Are Always Reliable*

Will save you money by your knowing the capacity of your equipment.

ADDRESS DEALER OR **Price, \$5.00**

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## Solid Gold Matrix Stick-pin

Machinists and Operators who have pride in their calling are buying and wearing it.

Employers can make no more suitable or pleasing present to their employees.

Sent postpaid on receipt of **\$2.00**

**THE INLAND PRINTER CO.**  
632 Sherman Street, Chicago



## EMBOSSING IS EASY

If you use STEWART'S EMBOSSEING BOARD

Simple, economical, durable

Sheets, 6 x 9 inches.

\$1.00 a Dozen, postpaid

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632 Sherman Street, CHICAGO.



## "YOU CAN MAKE 1912 A WINNER"

**GET OUT YOUR BUSINESS STATIONERY  
NOW AND WRITE:**

"HERRICK.—Here's a quarter for the 4 HERRICK CUT BOOKS showing 400 good one and two color cuts for my blotters, folders, mailing cards, etc. If I don't like the books you're to send back my quarter."

**ISN'T THAT FAIR?**

Then send on your 25c.; you can take it off the first \$3.50 order. The books will give you a lot of valuable advertising ideas.

**THE HERRICK PRESS, 626 So. Michigan Ave., Chicago**  
WE MAKE DRAWINGS OF ALL KINDS. WRITE US.

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### DURANT COUNTERS

tell the truth. Reliable, sensitive, accurate, positive; furnish record unchallengeable. Our job press attachments are equally dependable.

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*Standard of the Government Printing Office*

## KEYBOARD PAPER for the MONOTYPE MACHINE

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**Bond and  
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Blanks**

Lithographed and steel printed  
Largest stock; greatest variety; all forms  
**KING CO., 206 Broadway, New York**  
All of Goes' blanks at factory prices  
*Send for special cash-with-order price-list.*

## A Modern Monthly— All About PAPER



**THE PAPER DEALER**  
gives the wanted information on the general and technical subject of

## Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

### THIS SPECIAL OFFER

Includes 1912 and 1913 at the very special rate of \$1.50 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense to printers.

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## STEEL DIE ENGRAVING

FOR POWER AND HAND PRESSES

STEEL AND COPPER  
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EXCLUSIVELY

*Geo. Rosenthal & Co.*  
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## R. R. B. PADDING GLUE

*Write for my special trial offer*

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New York



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YOUR customers will appreciate our prompt service.

*Send for "Illustrated Catalogue and Trade Discounts"*

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MADE BY

**GODFREY L. CABOT, Boston, Mass.**  
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ELF ECLIPSE (PN) ELF B. B. DIAMOND ACME

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We have put in a ROUGHING MACHINE, and should be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

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Quick Stringing Saves Time. Universal Loop Adjustable from 1/8 to 3/8 of an inch.

**Universal Wire Loop**  
Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc. Look Better and Won't Break or Wear Out! Let us send sample and quote you prices.

**WIRE LOOP MFG. CO.**  
(Successors to Universal Wire Loop Co.)  
75 Shelby Street  
DETROIT . . . MICHIGAN

PATENTED  
This cut illustrates one of the various sizes of hangers for books 1/4 to 1/2 inches in thickness.

## Cameo Results Are Paying Results

The kind of results that pay you are the results that lift your shop out of the ordinary run and give it the stamp of quality. People will not pay better prices for just ordinary printing. Cameo Plate gives you new opportunities for reputation. It enriches illustrations, deepens half-tones, dignifies type. Every reader feels its charm, and gives the printer the credit.



# CAMEO PLATE



COATED BOOK—White or Sepia

If you want to get the very best results with Cameo, note these few suggestions.

Use deeply etched half-tone plates, about 150-screen is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

**INK.** Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

**IMPRESSION.** Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo according to these instructions and every half-tone job you run will bring you prestige.

*Send for Sample-book.*

**S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.**

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

## SPECIALISTS TO THE TRADE ONLY

**SAMPLES FREE  
SEND · FOR · THEM**

STEEL DIE EMBOSsing AND  
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AND PRINTING

BUSINESS CARDS  
EMBOSSED LETTER-PAPER

WEDDING INVITATIONS  
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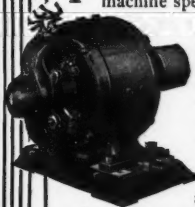


**STATIONERS ENGRAVING CO.**  
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## Special Fitness for

### Printing Plant Power

FREQUENT and quick changes in machine speed are necessary for good printing work.



## WATSON MOTORS

(Direct or Alternating  
Current— $\frac{1}{4}$  to 45 h.p.)

are the choice of most  
printers because of their exceptionally

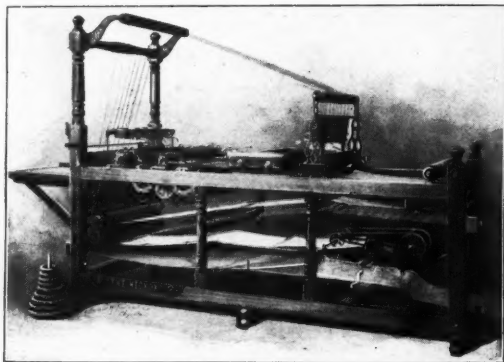
### Wide Speed Variation

Watson Motors save power because they can be attached direct to machine, eliminating waste in transmission and when machine is idle. Well ventilated and will not over-heat. "Supreme in the small motor field."

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Department B  
Milwaukee, Wisconsin



Style 3 Duplex O-A Automatic Striker Ruling Machine

## HICKOK Paper-Ruling Machines AND Ruling Pens *Bookbinders' Machinery*

**The W. O. HICKOK MFG. CO.**  
HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

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Electrotypes  
Nickeltypes  
AND  
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## How Much Power Is Wasted In Your Shop Every Day?

Let us show you how you can eliminate this waste by installing our "STANDARD" Motors on your presses, linotype machines, paper cutters, staplers and other printing machinery.

We have specialized on small motors— $\frac{1}{30}$  to 15 horse-power—for more than 16 years and have saved thousands of dollars for printers by largely reducing their power cost.

**Robbins & Myers  
STANDARD Motors**

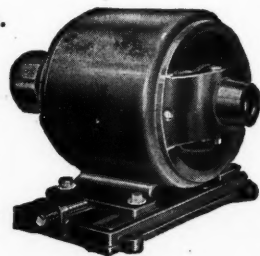
—will cut a big slice out of *your* power bills every month. Write us as to your power conditions—how much you use and where you use it—and let our expert engineers help you solve your power problems. *This service is free to the printing trade. Write Us.*

### The Robbins & Myers Co.

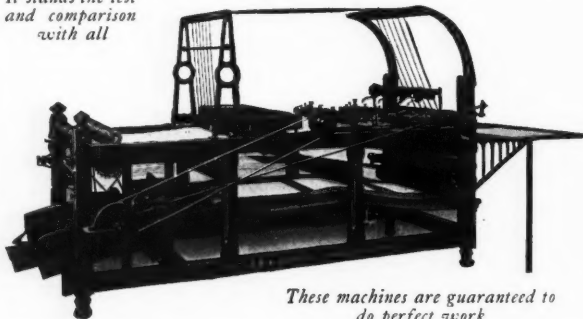
Factory and General Offices:  
1325 Lagonda Avenue  
Springfield, Ohio

#### BRANCHES:

New York, 145 Chambers street; Chicago, 320 Monadnock block; Philadelphia, 1109 Arch street; Boston, 176 Federal street; Cleveland, 1408 West Third street, N. W.; New Orleans, 312 Carondelet street; St. Louis, 1120 Pine street; Kansas City, 930 Wyandotte street.



*It stands the test  
and comparison  
with all*



*These machines are guaranteed to  
do perfect work*

## Efficiency and Simplicity are the two strong features of the Dewey Ruling Machine

Its satisfactory service and its many new features have created for the Dewey Ruler a standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

**F. E. AND B. A. DEWEY**  
SPRINGFIELD, MASS.

# Expected Much

## Got More



This shows again that the strongest claims we ever made for the Autopress are as nothing compared with what the users say of it.

Every day some printer somewhere drives home the fact that the Autopress is revolutionizing the method of job printing; cutting the costs, increasing the profits and elevating the business to its proper standard.

Think what an Autopress would do for YOU.

TERMS TO SUIT

Write today and learn all about the press that feeds itself—prints, counts, stacks and jogs the sheets, all automatically at

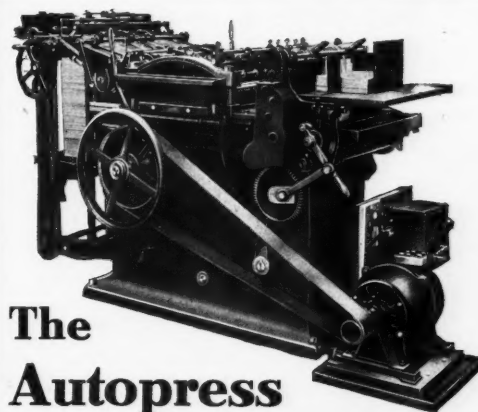
## 5000 Per Hour from Type or Flat Plates

Hundreds of Autopresses in use now. Duplicate and triplicate orders from users tell their own story.

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299 Broadway, New York

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LONDON, ENG., 85 Fleet St.  
SAN FRANCISCO, Phelan Bldg.  
BOSTON, 176 Federal St.  
TORONTO, CAN., Carlaw Ave.



The Autopress

WE MANUFACTURE FROM THE RAW MATERIAL

COME AND SEE 'OUR PLANT

### Ramires-Jones Printing Co.

Baton Rouge, Louisiana

Publishers of  
**THE NEW ADVOCATE**

Official Journal of Louisiana

Official Journal of East Baton Rouge

Official Journal City of Baton Rouge

Office: 210 Laurel Street

Phone: 215-2721, 215-2722

PHONE 52

Baton Rouge, La., Jan 2, 1912.

The Autopress Company,

New York.

Gentlemen:

We are in receipt of yours of the 27th acknowledging receipt of settlement papers.

After using the press for some time now and on some very difficult runs, we will admit that the press is very much better than we expected it to be.

We had made a close study of the machine from a mechanical standpoint previous to purchasing it, and since installing it, we have made quite a study, and have found the machine remarkably simple for the amount of work that it can and does accomplish; and we are very well satisfied and hope that our business will increase in the next year as in the past so that we can put in another Autopress.

Thanking you for the manner in which the order was carried out and the installation completed, we are

Very truly yours,

RAMIRES-JONES PRINTING CO

*Joe Ramires*  
President and Manager

W./



**ENGRAVING  
DEPARTMENT**

of  
THE  
**HENRY O. SHEPARD  
COMPANY**

FORMERLY THE INLAND-WATSON ENGRAVING CO.

**DESIGNER  
ENGRAVER  
ELECTROTYPERS**

632 SHERMAN ST.

**CHICAGO.**

ILL.

# The Artistic

As a printer, you certainly desire to make your work more artistic. You not only strive to give your product a distinctiveness which will attract attention, but you strive, if you are a true craftsman, to keep that work in conformity with accepted standards of art. You also desire that your typography shall be appropriate to the subject — that the type-faces shall, by the nature of their design, strengthen the text.

These type-faces are not only furnished in complete series, that the work may harmonize throughout, but many of them are furnished in families, facilitating production without destroying the artistic unity of the work.

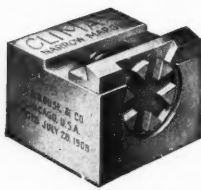
To this end, then, you must not only have a variety of type-faces, but these faces must be of the best in design in order that the most artistic results may be obtained.

And the American Type Founders Company will sell you type-faces which will fill every possible demand.

Set in Bodoni, the latest type fashion by the American Type Founders Company.



Climax No. 1



Climax No. 2

## Let 1912 Be Your Banner Year

in volume of business and actual *net* profits.

And here is a plan whereby a great leakage can be stopped in your pressroom and "make-ready" department through the use of the

## Rouse Register Hook and Base System

The big printing establishments of the country watch the leakage and protect their *net profits* by installing devices that actually protect.

Here are a few of the big firms that are saving money by saving time of employees that heretofore fooled away many hours each day with ancient and awkward appliances:

American Colortype Co.  
American Lithographic Co.  
Binner-Wells Co.  
Ditman-Steidinger Co.  
R. R. Donnelley & Sons Co.  
Franklin Co.  
Manz Engraving Co.  
Regensteiner Colortype Co.  
Rogers & Co.  
Toby Rubovits  
Henry O. Shepard Co.

You had best write us your requirements, character of average printing, and we will make up an estimate of installation cost.

When once you use our REGISTER HOOK AND BASE SYSTEM you will regret not having established its use years ago.

Stop the leaks and let 1912 represent a profitable and satisfactory business with increased profits and less worry.

Made only by

**H. B. Rouse & Company**  
CHICAGO

"Modern Methods" explains everything.  
Have you got your copy? It's free.

## No. 4 Box Machine



12-inch Arm — Stitching  
point 36 or 44 inches from  
the floor.

20-inch Arm — Stitching  
point 36 or 44 inches from  
the floor.

MANUFACTURED BY

**The J. L. Morrison  
Company**

534 So. Dearborn St.  
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"Perfection" Stitchers  
for all purposes

## Printers—

If you want to produce

## Highest Quality Printing

*at Least Cost*

use

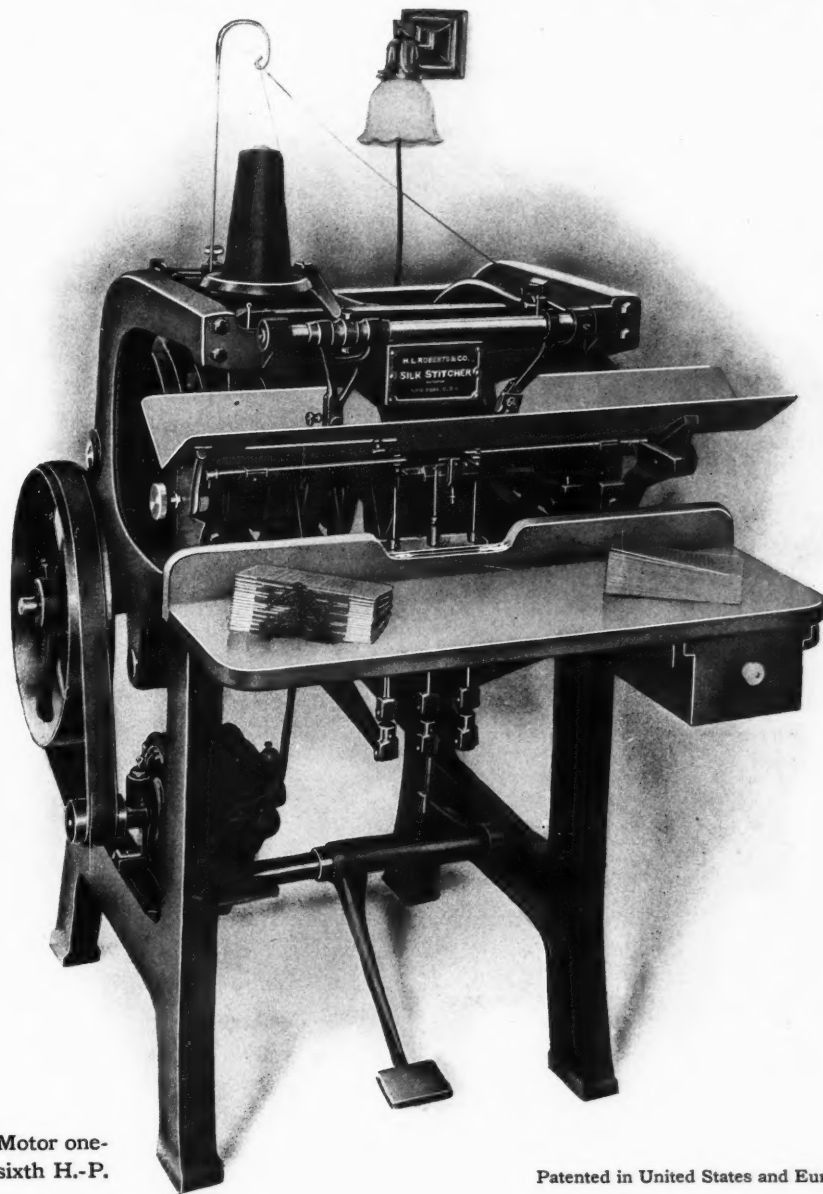
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JOHN MIEHLE, Jr., Mgr.

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# The Roberts Silk Stitching Machine



Motor one-  
sixth H.-P.

Patented in United States and Europe.

☪ The only machine made for double stitching with Silk Floss, Mercerized Cotton and Thread, used in binding Catalogues and Booklets with the *knot in the center*. The machine will stitch in one hour as many books as an expert hand stitcher will stitch in one day.

☪ "NEAR SILK" is something new. An excellent substitute for rope silk. All shades carried in stock. Send for samples.

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*Further information, with catalog showing stitch, can be had on application.*

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Factory, 85 and 87 Adams Street, Brooklyn, N. Y.

701 WORLD BUILDING, NEW YORK

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# Denny, Hilborn & Rosenbach's Steel Die Stamping Inks

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The constantly increasing demand for D. H. R. Stamping Inks proves our claims for real economy, cleanliness, quick make-ready, and the elimination of waste. No one who gives our Inks a practical test will ever go back to the old method.

Then consider the greater output of each press per day, no wiping paper breaking, Inks that dry hard yet elastic, no offsetting, and a full gloss on every job where gloss is desired. These are a few reasons for the duplicate orders alike from old and new customers.

Our new specimen book will be ready about February first and will be sent on request.

## Denny, Hilborn & Rosenbach

PHILADELPHIA

GEO. RUSSELL REED COMPANY, Agents Pacific Coast.

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### *Novel, Unique, Fancy Finish Papers or Cards with Stylish, Classy Envelopes to Match*

"The Trade-mark



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appeal to every progressive Merchant and Advertiser. When used for Folders, Booklets, Removal Notices or Season Offerings they compel attention as nothing else will. We carry in stock the largest variety of

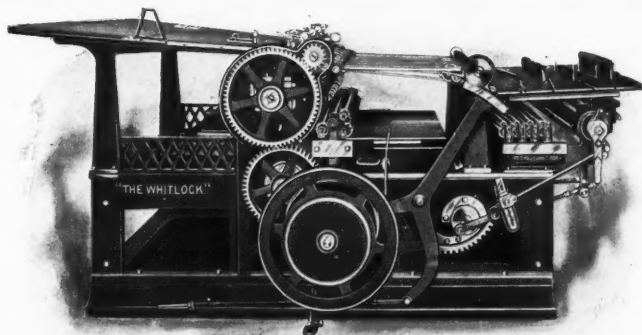
### **Exclusive Announcements**

CUT  
CARDS

for  
every  
purpose.

ever shown with a selection to suit every purpose, taste or purse. Odd and Novel Finish Papers with Envelopes and Cards to match, made up to your order for your individual use. *Write Department I.*

UNION CARD AND PAPER CO., 45 Beekman Street, NEW YORK



# THE WHITLOCK PONY

*The Standard Pony Press of the World*

ABSOLUTELY AND UNEQUIVOCALLY GUARANTEED TO BE

*The Swiftest  
The Smoothest Running  
The Most Durable*

*The Most Productive  
The Most Economical  
The Simplest*

and possessing a *distribution so thorough  
a register so exact and enduring  
an impression so rigid and even*

THAT THE MINIMIZED MAKE-READY AND THE WONDERFUL FACILITY FOR GETTING FORMS  
ON AND OFF PERMIT OF A

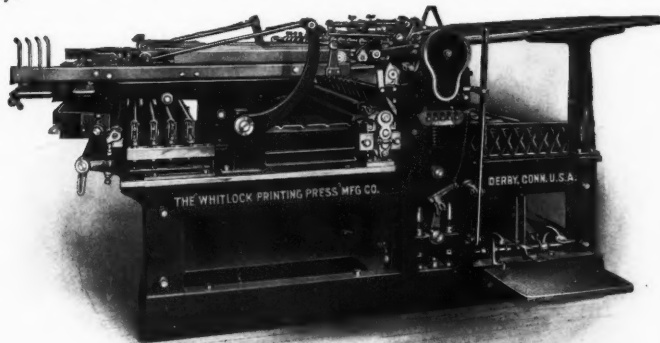
PRODUCTION GREATER BY FROM 20 TO 40 PER CENT

than on any other Pony Press manufactured.

## WE CHALLENGE COMPETITION

Our claims for the Whitlock Pony are backed by the record of nearly 2,000 of them in use during 20 years or more past in all parts of the world.

Do not waste your substance, Mr. Printer, in buying an inferior machine when you can buy The Whitlock Pony, the BEST, for about the same money.



### AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas — AMERICAN TYPE FOUNDERS CO.  
Atlanta, Ga. — Messrs. J. H. SCHROETER & BRO., 133 Central Ave.  
Toronto, Ont. — Messrs. MANTON BROS., 105 Elizabeth St.  
Halifax, N. S. — PRINTERS' SUPPLIES, Ltd., 27 Bedford Row.  
London, Eng. — Messrs. T. W. & C. B. SHERIDAN, 65-69 Mt. Pleasant, E. C.

## The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

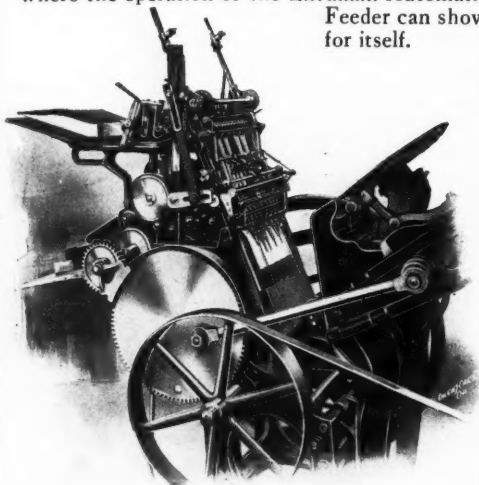
DERBY, CONN.

NEW YORK, 23d Street and Broadway  
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

## The Kirkman Automatic Feeder

is giving absolute satisfaction wherever installed. Great numbers are being sold each month. We can refer a prospective buyer to a near-by printer where the operation of the **Kirkman Automatic Feeder** can show for itself.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

The feeder is built right, supplies speed, reduces cost of its product, and produces perfect results.

Note what Bergman Brothers have to say in their letter dated October 15, 1910:

BERGMAN BROTHERS, *Printers*  
341-351 Dearborn Street, Chicago, Ill.

Oct. 15, 1910.

Automatic Press Feeder Co., Chicago, Ill.:

Gentlemen,—The last pressman you taught to run the Feeder understood it almost at once and has been doing remarkable work with it. We now put all kinds of runs on, even as short as 1,000 impressions, and make much better time than on the hand-fed machine. Five-thousand runs we generally get off in from 1½ to 2½ hours, including make-ready. On onion-skin paper we average about 1,500 impressions per hour, which is at least twice the output of a hand-fed press, and the best of it is that we do not have to pay a feeder, nor does it require any watching. Our pressman runs it and does all the making ready on one cylinder press and six Gordon presses, with an assistant. *Last, but not least, it certainly made a new press out of our old Gordon which blurred every time we put on a job a little out of center, but now gives a sharp, clear impression on any kind of work.*

Thanking you again and wishing you all kinds of success, we remain

Yours very truly,

(Signed) GEO. J. BERGMAN, Manager.

*We want the ambitious printer to write for full particulars, prices, etc., and get ready for the early Spring jobwork.*

### Automatic Press Feeder Co.

509 S. Dearborn Street, CHICAGO, ILL., U. S. A.

General distributors

CHICAGO PNEUMATIC TOOL CO.

CHICAGO—NEW YORK—EVERYWHERE

Inks that are used in every country where printing is done.

**Kast & Elinger**  
Germany

Manufacturing Agents for the United States,  
Canada, Cuba, Mexico

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Printing  
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**INKS**

DRY COLORS, VARNISHES

**SPECIAL  
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Originators  
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Bi-Tones  
that work  
clean to the  
last sheet

The World's  
Standard  
Three and  
Four Color  
Process Inks

Gold Ink  
worthy of  
the name

**NR**

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## The Universal Type-Maker

IS A TIME-SAVER  
A MONEY-MAKER  
A CUSTOMER-PLEASER

It gives the printer complete independence in type supply, and enables him to use all his metal to the best advantage.

### OUR MATRIX LIBRARIES

permit the printer to rent fonts of Matrices at a nominal rate, and thus to keep his composing-room up-to-date.

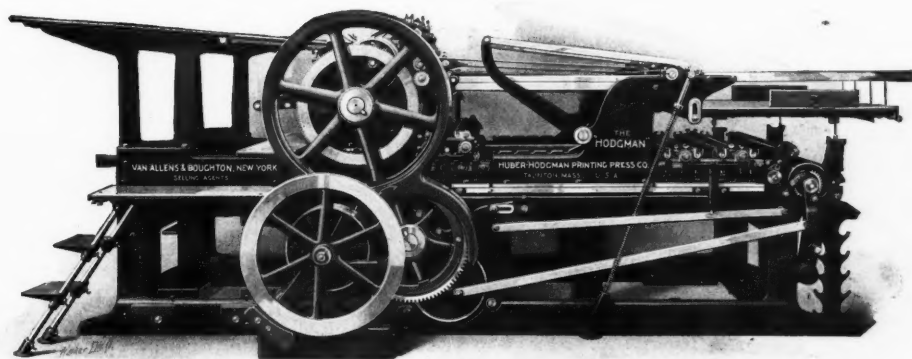
Address for all prices and details

**UNIVERSAL  
TYPE-MAKING MACHINE CO.**

321-323 North Sheldon Street  
CHICAGO, ILL.

**NR**

# THE HUBER-HODGMAN PRINTING PRESS



## THE HODGMAN

**T**HE HODGMAN PRESS is a new principle in bed-driving mechanism, doing away with the old cumbersome shoe and heavy rack-hanger. You must see this simple mechanism before you can appreciate how durable and powerful the drive is. The Hodgman is a well-built machine, and will really last a lifetime, for the wearing parts of this bed-motion can be replaced new for a cost not to exceed \$50. We do not believe this motion would cost a dollar for repairs for many years. Enough printers of an inquiring mind are examining this new design to keep our factory running twenty-four hours a day. Scarcely a customer, seeing this press in operation, fails to place his order with us. This press has five tracks. The cross-stay is solid — not cut away to make passage for the rack-hanger to pass. The cylinder-lift is absolutely rigid — no elasticity anywhere — and the speed is the capacity of the feeder. The bed is only 34 inches from the floor. This is made possible by the elimination of the rack-hanger.

We ask you to see this press. After you have examined it we have no doubt about the order, because we know your good judgment will concede these points: The greatest in speed, the lightest in operation, the simplest in mechanism, the most rigid in construction, the most up-to-date in conveniences. If these claims are proven we are entitled to the order. See it and be convinced.

## VAN ALLENS & BOUGHTON

*17 to 23 Rose St. and 135 William St., New York.*

FACTORY — TAUNTON, MASS.

AGENT, ENGLAND,

P. LAWRENCE PRINTING MACHINERY CO., Ltd.

57 Shoe Lane, London, E. C.

WESTERN OFFICE, 343 S. Dearborn Street,

H. W. THORNTON, *Manager*,

Telephone, Harrison 801. CHICAGO

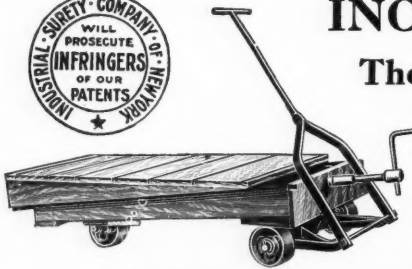
Patented in United States, Canada  
and Foreign Countries



## THE MILLER INCLINE TRUCK

**The Truck that Lifts  
and Carries**

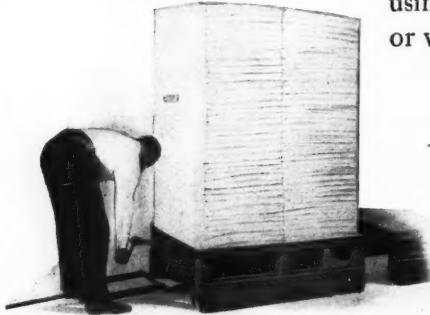
500 plants now  
using our system.  
Write us and we  
will tell you who is  
using it in your town  
or vicinity.



The Truck

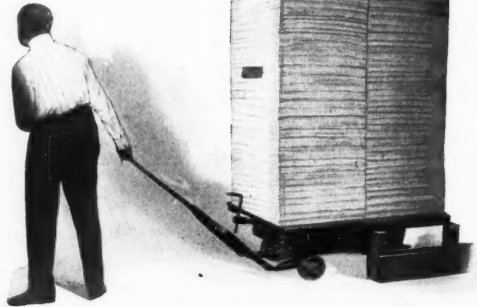


Load to be placed on the Truck



A few turns of the crank lifts load free from skids  
on the Truck

Time  
required  
for  
loading  
and un-  
loading,  
15  
seconds



Load ready to move

**THE MILLER INCLINE TRUCK COMPANY, 561 West 57th Street, New York City**

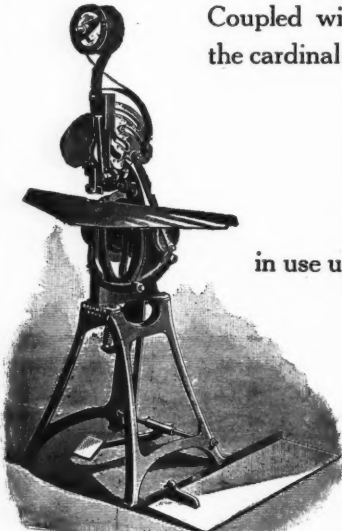
## PRACTICAL SIMPLICITY

Coupled with accuracy, speed and durability, are  
the cardinal features which have sent the number of

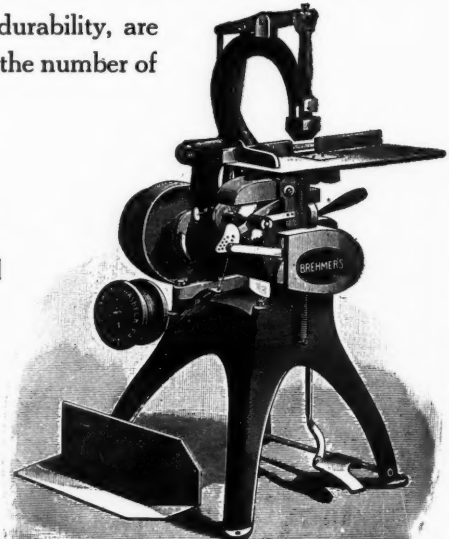
### Brehmer Stitchers

in use up to 60,000. More than all  
other makes lumped  
together.

*Let us tell you ALL  
about these machines  
and the number will  
jump to 60,001.*



No. 33. For Booklet and other General  
Printers' Stitching.



No. 58. For heavier work up to 3/4-inch. Can be fitted with  
special gauge for Calendar Work.

**CHARLES BECK COMPANY, PHILADELPHIA**

609 CHESTNUT STREET



### Old Council Tree Bond

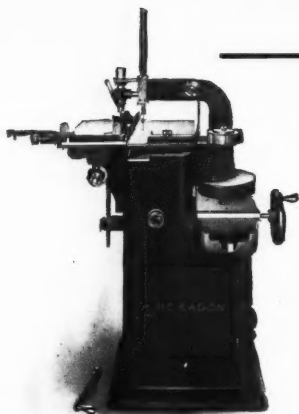
is a *standing asset* to the printer. It minimizes his selling efforts, because its dignity and character *appeal strongly* to the business mind.

Every time you recommend OLD COUNCIL TREE BOND to a business man you are telling him something that he likes to hear. The paper has been advertised so extensively that it *lingers subconsciously in the business mind*. When you mention it, you receive a smile of recognition. It is always *good business* to give a business man *what he wants* rather than something you might want him to have.

OLD COUNCIL TREE BOND is chuck full of quality and is not overburdened with price, like lots of other advertised bond papers. It's a standing asset both to the printer and the business man.

NEENAH PAPER COMPANY  
Neenah, Wis. U. S. A.





## HEXAGON SAW-PLANER

CONCENTRATED EFFICIENCY

### IMMENSE SAVINGS

INVARIABLY FOLLOW THE INSTALLATION  
OF THIS COMPOSING-ROOM MACHINE

*WE WILL SEND YOU ONE TO TRY FOR THIRTY DAYS*

SEND FOR OUR HANDSOME BOOKLET

HEXAGON TOOL CO.

321 Pearl Street, NEW YORK

### The Robert Dick Mailer

Combines the three great essentials to the publisher:  
**SPEED — SIMPLICITY — DURABILITY**

*Read what one of the many users has to say.*

The Waco Times-Herald,  
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,  
139 W. Tupper St., Buffalo, N. Y.

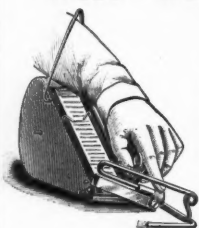
Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,  
Foreman Mailing Dept.

Manufactured in inch and half inch sizes  
from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St.  
Buffalo, New York



### Eagle Printing Ink Co.

24 Cliff Street, New York

Why are Eagle inks first considered when inks are wanted for wet printing? It's the "know how" and quality. Allow us to refer you to some of the BIG ONES using our inks. It will surprise you.



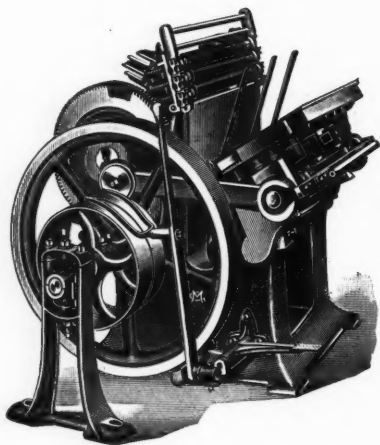
Western Branch:

705 S. Dearborn Street, Chicago.

Factory:

Jersey City, N. J.

## The Improved Universal Press



is especially designed for high-class work, half-tone, four-color cuts, cutting or creasing. It supplies the greatest quality and variety of service at the least cost of production, and its character of work is absolutely unsurpassed in every respect.

Its durability and simplicity have made for this press a standing and undisturbed reputation among those who are daily using this press.

### The Best Proof of Satisfaction

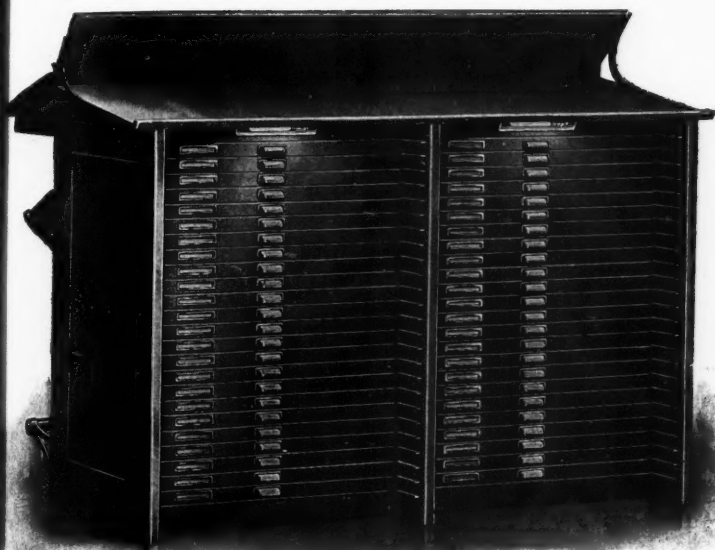
lies in the fact that printers and producers of specialty printing continually add the **UNIVERSAL PRESS** to their equipment—their ultimate purpose being that their entire plant shall be equipped with the **IMPROVED UNIVERSAL PRESS**.

We will gladly send you prices, catalogue, and further particulars if you are now ready to install a press that will serve manifold purposes in a *dependable* and *satisfactory* manner.

**The National Machine Co., Manufacturers, Hartford, Connecticut**

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

# Hamilton Steel Goods



The popular Tracy Cabinet in all-steel construction

Thirty years ago Mr. J. E. Hamilton commenced the manufacture of wood type on a small scale. This little venture eventually developed through the Hamilton Mfg. Company into the full line of Hamilton's Wood Goods, now in use in every printing plant in practically every country where the art of printing has made material progress.

The things that have made this possible are, primarily, practical construction and high quality, linked with economical production.

Experts have been created by these years of effort and success—a wonderful corps of trained men, and it is this remarkable organization that now offers you Hamilton Steel Goods, made in the same painstaking manner as our product of wood, with added advantages of fire resistance, a greater lifetime of wear, and increased capacity—the furniture for the printer who thinks of the future as well as the present—a line that we are proud to produce and the printer will be proud to have in his plant.

Look for our colored supplement in the March issue of the printing trade journals showing additional designs of Steel Furniture. Let us have your specifications for new equipment required to put your plant on an economical basis. Estimates will be furnished promptly.

The All-steel Imposing Frame here illustrated is a standard piece of furniture and is but one of many styles we are ready to furnish. The letter-boards are of pressed steel. This frame gives a storage space of 415 square feet and occupies a floor space of 26 square feet. This is by far the greatest amount of storage surface we have ever been able to furnish within so small a floor space.



All-steel Imposing Frame with semi-steel surface and pressed-steel Letter-boards

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing plants in the United States.

## THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS.

Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

## CHANDLER & PRICE STYLE



*Sold  
By Dealers*

Users of Chandler & Price Presses have always been enthusiastic in their praises of these machines.

The name  
at the  
masthead  
of this ad.

*The*

# NEW

The manufacturers have borne this in mind in designing the New Series Press, retaining the good qualities.

is a strong  
endorse-  
ment for  
the press

*Chandler* **SERIES**

The design and general appearance of the new press is more modern. Press is lower. The impression is more rigid.

We can't  
tell all the  
GoodPoints  
here, but if

*& Price*

# PRESS

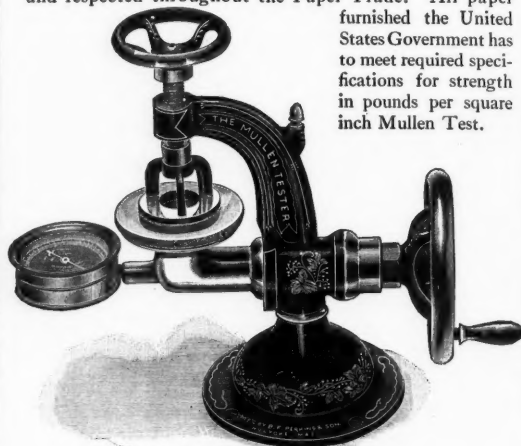
More parts are interchangeable. The distribution of metal is more symmetrical. The gear guard is a valuable addition.

you will  
write us,  
we will send  
full details

**THE CHANDLER & PRICE CO.**  
CLEVELAND, OHIO

## THE WORLD STANDARD THE MULLEN PAPER TESTER

is used by the most progressive and far-sighted printers, because they realize that it is the Universal Standard recognized and respected throughout the Paper Trade. All paper furnished the United States Government has to meet required specifications for strength in pounds per square inch Mullen Test.



SEND FOR CATALOGUE AND REFERENCES

**B. F. PERKINS & SON, Inc.**

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London

## Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N. Y.

MODEL 27A



FOR GENERAL  
JOB WORK

ABSOLUTELY  
ACCURATE

FULLY  
GUARANTEED

SIDE PLATES  
WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

**Nº 12345**

FAC SIMILE IMPRESSION  
Size  $1\frac{1}{2} \times 1\frac{1}{16}$  inches

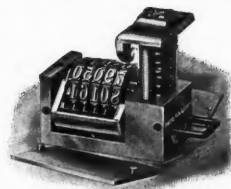
**ROBERTS' MACHINES**

UNEQUALLED RESULTS — MAXIMUM ECONOMY

View Showing Parts Detached  
for Cleaning

NO SCREWS

To Number Either Forward  
or Backward



# CONSULT

THE SPECIALISTS WHO KNOW

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

# TYPO

FIFTEENTH YEAR  
NEW YORK CHICAGO

Will help to { INCREASE YOUR SALES  
DECREASE YOUR LOSSES

# RATINGS

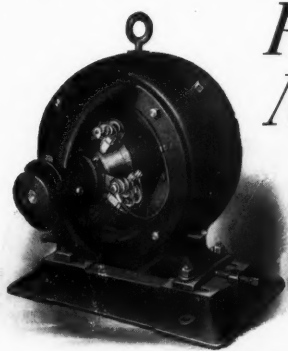
MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY

General Offices

160 Broadway, New York

*What Does Your Power Cost You Annually?* This is the time of year when printers, publishers, and all other users ought really to examine the cost of last year's power.



## The Peerless Motors

are made to fill the requirements of every size press—in fact, *any power problem*. The knowledge of the demands for special machinery is carried out

in the construction of each individual motor for a particular press. Our Motor Power "holds down" your cost of production to where it belongs.

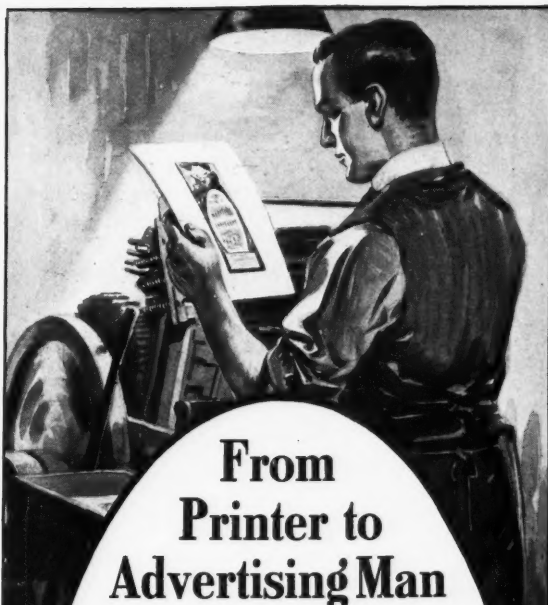
On ANY POWER PROBLEM write:

**The Peerless Electric Co.**

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block. NEW YORK, 43 West 27th Street  
And All Principal Cities



## From Printer to Advertising Man

HUNDREDS of ambitious men have stepped from the printery into responsible advertising positions through the help of the International Correspondence Schools, of Scranton—the greatest salary-raising institution in the world.

THE occupation of printer particularly fits you for a good advertising position. Type, display and lay-outs are all essential to good advertising. The I. C. S. will qualify you in all the other requirements without interfering with your present work.

THE I. C. S. Advertising Course is the work of experts—each a specialist in his particular line. The Course covers Type Display, Copy-Writing, Follow-up Systems, Investigating Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing, and the many other subjects that enter into highly paid advertising work.

YOU can qualify. The I. C. S. can help you. Fill in and mail the attached coupon, and learn how the I. C. S. will go to you and train you in your spare time.

Grasp opportunity by mailing  
the coupon  
NOW

### International Correspondence Schools Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name

St. and No.

City  State

**Latest**  
**Balance Feature**  
**Platen Dwell**  
**Clutch Drive**  
**Motor Attachment**  
**(Unexcelled)**

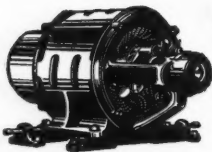
**"Prouty"**

*Obtainable through any Reliable Dealer.*

MANUFACTURED ONLY BY

**Boston Printing Press  
 & Machinery Co.**

OFFICE AND FACTORY  
 EAST BRIDGEWATER, MASS.



**Increase the Output of  
 Your Presses**

and you will be better able to meet competitive prices. You can not speed up to full capacity unless you have good motors. Equip your presses with

**Richmond Polyphase Motors**  
 2 and 3 phase — 1/4 to 100 h.-p. "A Speed for Every Job"

and you will notice the increase at once. You will be able to make them turn out as many impressions per hour as your men can feed. Write to our nearest branch for Bulletin No. 14P. It contains valuable information for every printer.

145 Chambers St., New York City  
 176 Federal St., Boston, Mass.  
 322 Monadnock Bldg., Chicago, Ill.  
 1011 Chestnut St., Room 626,  
 Philadelphia, Pa.

1120 Pine St., St. Louis, Mo.  
 226-30 Huron St., Toledo, Ohio  
 1006 Majestic Bldg., Detroit, Mich.  
 505 Sweetland Bldg., Cleveland, O.  
 148 McGill St., Montreal, Canada

**Richmond Electric Co.**

**RICHMOND, VA.**



**The  
 Sabin Robbins Paper Co.**

Middletown, Ohio

**Specialists**

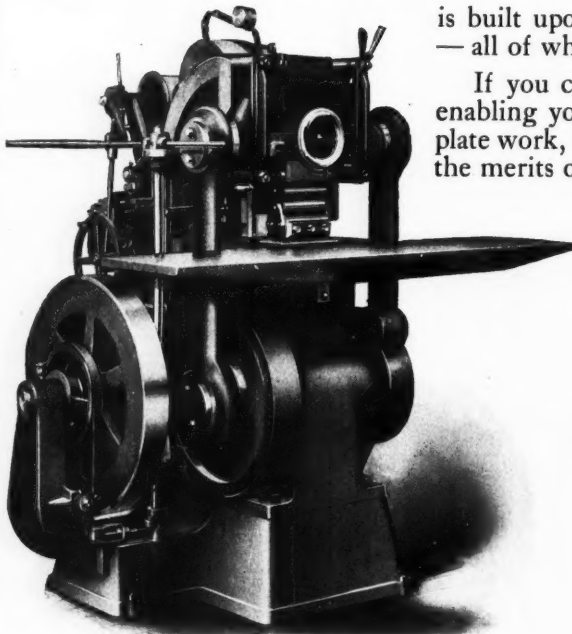
in

**Job Lots and Seconds**

*We carry a complete line of every grade of  
 Coated Paper and Cardboards made in Seconds*

**Send Us Your Name for Our Mailing List**

**This Steel Die and Plate Stamping Press**



is built upon lines of durability, convenience, speed — all of which make for a *satisfactory* press.

If you contemplate adding a press as a side line, enabling you to produce the highest class of die or plate work, it is important that you should investigate the merits of our line of stamping presses.

The mechanical and constructive principles are absolutely correct — the newest — and when you install such a press you get the result of to-day's requirements.

It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

*Write for full particulars, prices, terms, etc.  
 We manufacture two smaller sizes of press.  
 Also hand-stamping and copperplate presses.*

**The Modern Machine Company**  
 Belleville, Illinois

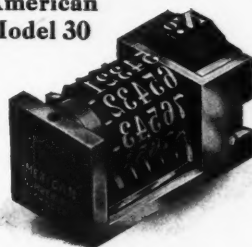


**STRICTLY** high-grade machine, combining strength and simplicity of construction with absolute accuracy. Steel throughout. Every machine thoroughly tested in a printing press and guaranteed accurate. Price, 5 wheels, \$5.00; 6 wheels, \$6.00. *For sale by dealers everywhere.*

### AMERICAN NUMBERING MACHINE CO.

291 Essex Street, Brooklyn, N. Y.  
169 West Washington Street, Chicago, Ill.  
2 Cooper Street, Manchester, England.

**American  
Model 30**



**No 12345**

Impression of Figures

## The Mechanical Chalk Relief Overlay

has a purpose — and serves it well. EFFICIENT, PRACTICAL, ECONOMICAL, and replaces all antiquated former overlay methods.

*A Process for the Large, Medium and Small Printshop*

*For samples and "shopright" charge address*

### WATZELHAN & SPEYER

183 William Street, New York

## IDEAL COATED PAPER CO.

ORIGINATORS OF

### Guaranteed Non-Curling GUMMED PAPERS

*The Ideal Made Real*

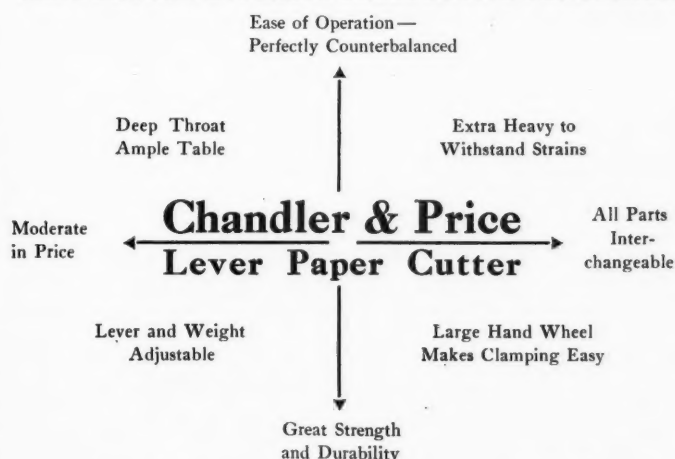
MILLS AND MAIN OFFICE  
BROOKFIELD, MASS.

CHICAGO OFFICE  
452 Monadnock Building

NEW YORK OFFICE  
150 Nassau Street

# CARDINAL POINTS

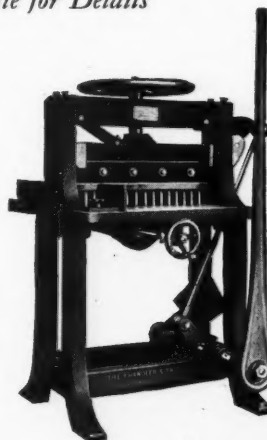
of the CHANDLER & PRICE LEVER PAPER CUTTER  
THAT SHOULD INTEREST PROSPECTIVE PURCHASERS



OTHER INFORMATION WILL CHEERFULLY BE  
GIVEN BY ADDRESSING THE MANUFACTURERS

**THE CHANDLER & PRICE CO.**  
CLEVELAND, OHIO

*Sold by Dealers  
Write for Details*



**T**HE Chandler & Price Lever Paper Cutter is manufactured with the same care, and of the best materials, as are the famous Chandler & Price Gordons.

# One Calls for Two KIMBLE A. C. MOTORS

Chas. M. Thomas' Sons, of Kingston, N. Y., "Classy Printers and Stationers," write as follows:

*"Our foreman, Mr. Oliver Van Steenburg, turned the literature in reference to your motors over to us. We have been using one of your one-horse Electric Motors for about two years and have experienced practically no trouble. It is O. K. That is the reason we desire another."*

**"Fast or Slow, With  
a Touch of the Toe"**

A foot-lever enables the pressman to vary speeds at will, not by sudden jerks or steps, but by easy gradations, and the same lever reverses the press at any speed.

*Cutting speed cuts current cost correspondingly—an exclusive Kimble feature.*

On Kimble Motors the act of reducing speed also retards the flow of current through the meter. On ordinary motors speed can only be reduced by choking off or wasting current *after* it is metered.

With a Kimble Motor you can run a jobber at 2,000 impressions an hour at less cost for current than ordinary motors consume at 1,200 an hour, and when you have a slow, careful color-register job that runs at 1,000 an hour, your Kimble cuts the meter bill to exactly *half* of its 2,000-impression rate.

**MORAL:** "Kimbleize your shop and paralyze your power bill."

*Send for full particulars and illustrated catalog*

**Kimble Electric Company**  
1125 Washington Boulevard Chicago

# If It's Envelopes You Want

5,000 lots or over, regular commercial or catalog, don't fail to consult the Western States Envelope Company. It's to *your* interest.

*Write to-day to the*

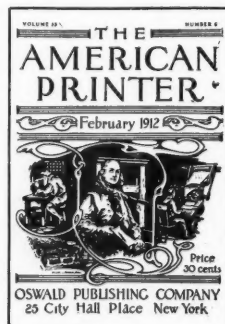
**Western States Envelope  
Company**

311-313 East Water Street  
MILWAUKEE WISCONSIN

*Manufacturers of Sure Stick Envelopes*

Did you celebrate Ben Franklin's Birthday? Many printers did, and you should read about the commemorative dinners and cost congresses in the

February number of  
**The American  
Printer**



There are several splendid articles on obtaining and creating business; a calendar form suitable for St. Valentine's

advertising has been designed especially for the use of its readers; there is a showing of holiday greetings; another article on estimating by the square inch; inside facts about operating a big linotype composition plant; a page of efficiency ideas; instruction in presswork and typography; woodcuts are coming back, they say; more queer and funny things; more than a hundred sets of specimens are reviewed; some have been reset and printed in color; some truths about nine printers; lots of other good reading and plenty of illustrations.

Do you read *The American Printer*?

*Send thirty cents for a sample copy of the February number now, or three dollars for a year's subscription*

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

# The Miller Saw-Trimmer

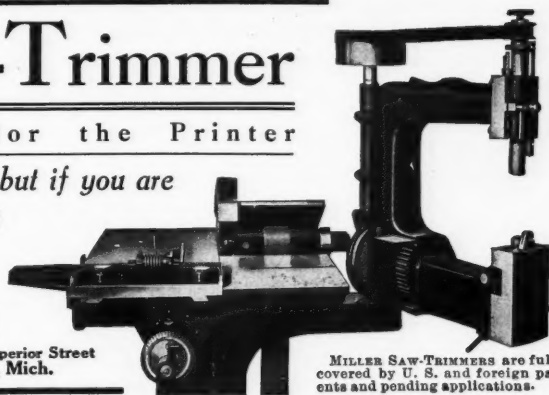
A Standardizing Machine for the Printer

**33 $\frac{1}{3}$**  cents is one-third of a dollar — but if you are buying a Precision machine you had better spend the dollar.

Write for new illustrated price-list.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co., 815 East Superior Street  
Alma, Mich.



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.



## What Every Printer Wants

is a patent block that will accommodate the greatest variety of work, in the least time for changes, with strength to stand years of hard knocks. The block with the most talking points isn't always the best.

## The Wilson Block

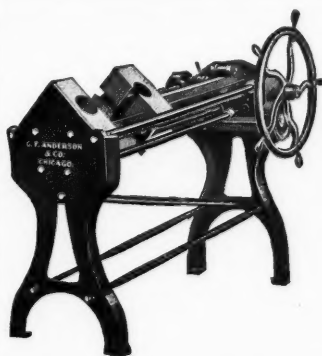
has one talking point that really talks — It has been on the market now over ten years and is being ordered and re-ordered by the largest printers in the country. W. B. Conkey Co., Hammond, Ind., have bought in all over \$10,000 worth of these blocks; W. F. Hall Printing Co., Chicago, over \$5,000; Federal Printing Co., New York, \$3,000, etc. Must be a reason why they stick to THE WILSON after trying other makes.

Now seriously, Mr. Printer — if you are printing from plates — THE WILSON BLOCK demands your consideration. You will find it a well-spent effort to ask us to send our catalogue. Do it now.

OWNERS AND  
MANUFACTURERS

**A. F. WANNER & COMPANY**

431 So. Dearborn Street  
CHICAGO, ILL.



## You See More Anderson Bundling Presses in Use Now

than any other kind on to-day's market. The reason — durability and satisfactory service, both of which mean a saving in cost of production.

A Bindery is incomplete without such a bundling press. Many binderies have from 2 to 12 in daily operation.

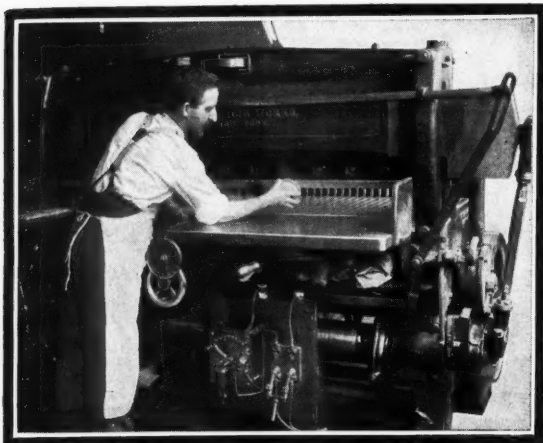
This Bundling Press is known for its high pressure, produced with the greatest ease.

We can tell you of many printers likely near you who either use or know all about the merits of the

### ANDERSON BUNDLING PRESS

Why not write, and get your plant equipped for Spring bundling requirements?

**C. F. ANDERSON & COMPANY** 712 South Clark Street  
CHICAGO



**Delays Eat up the Profits  
in a Print-Shop**

## *The Carborundum Machine Knife Stone*

Not only saves time, but it saves stock—both mean money. Any time your paper-cutter knife goes dull and begins feathering good paper, you needn't wait to take the knife out of the machine and grind it—run the Carborundum Stone over it a few times—back comes the edge keen and even cutting. It takes only a minute or two to put the blade in perfect condition.

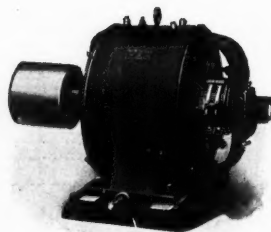
☛ The stone is grooved to protect the fingers and it just fits the hand.

*From your hardware dealer or direct by  
mail, \$1.50*

**The Carborundum Co.**

Niagara Falls, New York

## Don't Guess



At the size Motor required for that press. Write for our Printers' Guide, which tells you just what size and speed motor to install.

The proper motor will be cheaper to buy and cheaper to operate. To specify properly, requires special experience. We have that — twenty-one years of it.

**The Triumph Electric Co.**  
Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES

**NOW READY FOR DELIVERY  
1911-12**

## **PENROSE'S PICTORIAL ANNUAL**

**THE PROCESS YEAR BOOK**

*Edited by WILLIAM GAMBLE*

A comprehensive survey of progress in the Graphic Arts, profusely illustrated, comprising about

60 PRACTICAL ARTICLES by well-known workers, covering a wide range of process and illustration subjects.

500 ILLUSTRATIONS, including the following full-page inserts:

2 Photogravures	20 Three-Color Prints
5 Five-Color Prints	30 Two-Color Prints
10 Four-Color Prints	100 Monochrome Supplements
Several Litho-Offset Examples.	

**Price, \$2.50**

**Express Prepaid**

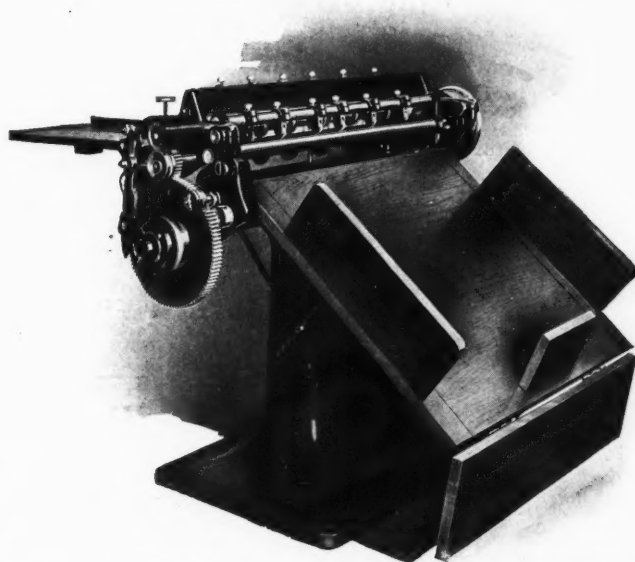
**INLAND PRINTER CO.**  
CHICAGO, ILLINOIS

# New Features Insure Increased Efficiency

The value and efficiency of the original "Peerless," already having a world-wide reputation, is greatly improved and will be known as the

## Universal-Peerless Rotary Perforator

It will be built in three standard sizes to take sheets 30, 36 and 42 inches wide, and each size will be equipped with six perforating heads and one scoring head.



These heads may be adjusted to perforate at parallel intervals of from five-eighths of an inch up to any desired width and the skipping cams may be adjusted to skip any interval from one and one-half inches up. Knife cut perforating heads, slitting heads and loose-leaf creasing heads may be attached if desired.

### A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.  
There are no rubber bands or tapes used in the construction.  
All feed rolls are of metal.  
The bearings are oilless, and *will never require lubrication*.  
The feed-gauge is adjustable to either right or left hand feed.  
The burr-flattener is of a new design.  
The gearing is all protected.  
The finish is the very best.

We know that we have not overlooked a single feature in making this new model *the most perfect mechanism* for its purpose.

Manufactured by **A. G. BURTON'S SON**

118 to 124 South Clinton St.,  
CHICAGO, ILL., U.S.A.

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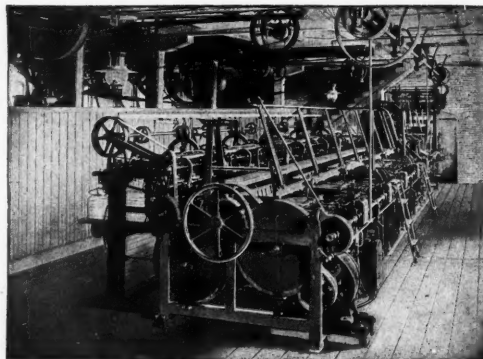
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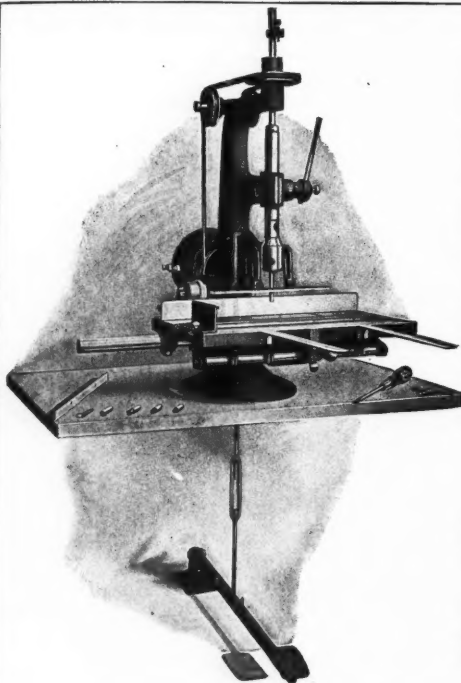
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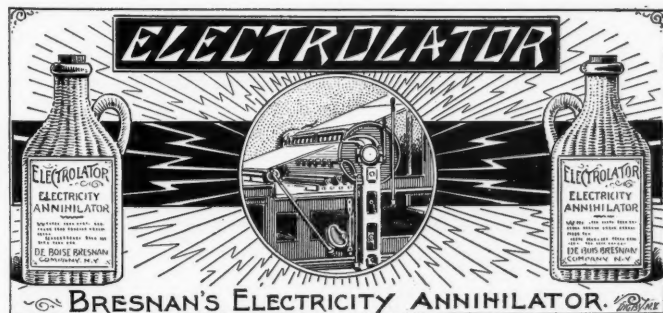
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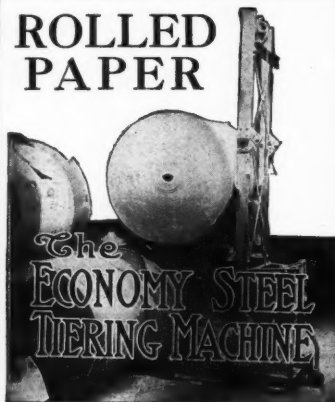
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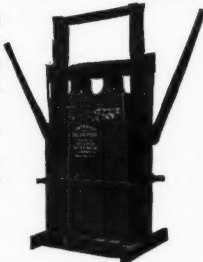
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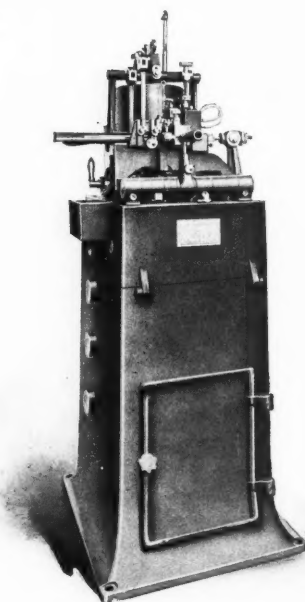
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Automatic Press Feeder Co.	780	Hickok, W. O., Mfg. Co.	772	Roberts, H. L., & Co.	777
Autopress Co.	773	Hcole Machine & Engraving Works.	658	Roberts Numbering Machine Co.	786
Babcock Printing Press Mfg. Co.	643	Huber, J. M.	776	Roesdahl, Geo. T., & Co.	770
Barnhart Bros. & Spindler.	643	Ideal Coated Paper Co.	789	Rouse, H. B., & Co.	776
Barton Mfg. Co.	770	Imprint Matrix Co.	684	Sabin Robbins Paper Co.	788
Beck, Charles, Co.	782	Inland Printer Technical School.	670	Scott, Walter, & Co.	645
Beckett Paper Company.	Insert	International Correspondence Schools.	787	Seybold Machine Co.	654
Blatchford, E. W., Co.	796	I. T. U. Commission.	655	Shepard, Henry O., Co.	774-770
Boston Printing Press & Machinery Co.	788	Jaenecke Printing Ink Co.	650	Sheridan, T. W. & C. B., Co.	657
Bresman, Deboise, Co.	795	Jones, Samuel, & Co.	664	Shniedewend, Paul, & Co.	665
Brislane-Hoyne Co.	666	Johnson Automatic Roller Rack Co.	661	Sprague Electric Works.	649
Brown Folding Machine Co.	671	Juengst, Geo., & Sons.	668	Stationers' Engraving Co.	771
Brown, L. L., Paper Co.	660	Kast & Ehinger.	780	Sullivan Machinery Co.	796
Burrage, Robert R.	770	Keystone Type Foundry.	Insert	Swink Printing Press Co.	664
Burton's, A. G., Son.	793	Kidder Press Co.	661	Tarcolin	794
Butler, J. W., Paper Co.	641	Kimble Electric Co.	790	Tatum, Sam'l C., Co.	794
Cabot, Godfrey L.	770	King, Albert B., & Co.	770	Thompson Type Machine Co.	798
Carborundum Co.	792	Knowlton Bros.	642	Triumph Electric Co.	792
Carver, C. R., Co.	662	Lanston Monotype Machine Co.	647	Typo Mercantile Agency.	787
Challenge Machinery Co.	659	Latham Machinery Co.	657	Ullman, Sigmund, Co.	Cover
Chambers Bros. Co.	667	Lyon, J. B., Co.	800	Union Card & Paper Co.	778
Chandler & Price Co.	786-789	Mechanical Appliance Co.	771	Universal Type-Making Machine Co.	780
Chicago Lino-Tabler Co.	766	Megill, E. L.	767	Van Allens & Boughton.	781
Cleveland Folding Machine Co.	665	Meisel Press & Mfg. Co.	666	Wanner, A. F., & Co.	791-659
Coes, Loring, & Co.	656	Mergenthaler Linotype Co.	Cover	Want Advertisements	766
Colonial Co.	770	Miehle Printing Press & Mfg. Co.	Cover	Warren, S. D., & Co.	771
Cottrell, C. B., & Sons Co.	672	Miller Incline Truck Co.	782	Watzelhan & Speyer.	789
Cowan Truck Co.	668	Miller Saw-Trimmer Co.	791	West Virginia Pulp & Paper Co.	672
Cox Multi-Mailer Co.	644	Mittag & Volger.	796	Westinghouse Electric & Mfg. Co.	794
Crane, Z. & W. M.	670	Modern Machine Co.	788	Western States Envelope Co.	790
Crocker-Wheeler Co.	663	Morrison, J. L., Co.	776	White, James, Paper Co.	667
Denny, Hilborn & Rosenbach.	778	National Machine Co.	784	Whitlock Printing Press & Mfg. Co.	779
Dewey, F. E. & B. A.	772	National Steel & Copper Plate Co.	796	Wiggins, John B., Co.	794
Dexter Folder Co.	652-3	Neenah Paper Co.	783	Williams-Lloyd Machinery Co.	800
Dick, Rev. Robert, Estate.	784	Oswego Machine Works.	646	Wing, Chauncey	667
Dinse, Page & Co.	772	Paper Dealer	770	Wire Loop Mfg. Co.	770
Dobler & Mudge.	658			Zeese-Wilkinson Co.	793

